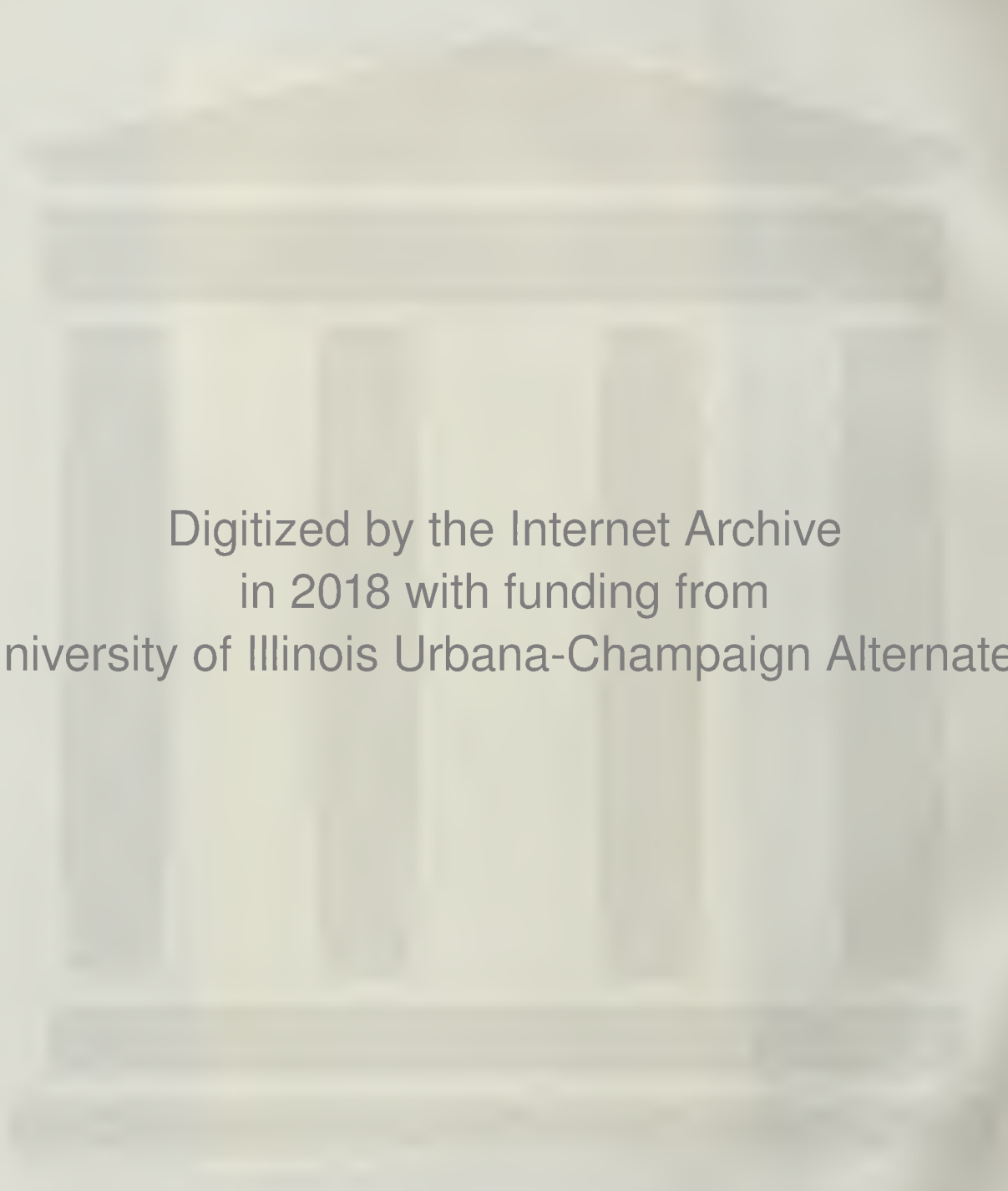


The person charging this material is responsible for its return on or before the **Latest Date** stamped below.

Theft, mutilation, and underlining of books are reasons for disciplinary action and may result in dismissal from the University.

University of Illinois Library

NOV 22 1985
MAY 20 1985



Digitized by the Internet Archive
in 2018 with funding from
University of Illinois Urbana-Champaign Alternates

<https://archive.org/details/currentretailtra1963unit>

381
UW 331002

Comm. ST



FOR RELEASE
MARCH 11, 1963

JANUARY 1963

BR-63-1

SALES

Total sales of all retail stores in the United States during January 1963 were estimated at \$18.3 billion, 24 percent below sales for December 1962 and 7 percent above the January 1962 level. After adjustment for seasonal variations and trading day differences, but not for price changes, January 1963 sales amounted to \$20.2 billion, virtually unchanged from December 1962, but 7 percent higher than January a year ago. Adjusted sales of both durable-goods and nondurable-goods store categories in January 1963 were unchanged from December 1962. Also both showed increases over the January 1962 sales level, 9 percent for durable-goods stores and 6 percent for nondurable-goods stores.

Based on adjusted data, December-to-January sales changes were offsetting within the durable-goods category. A 1 percent increase in the automotive group, the major component of the durable-goods store category, largely balanced declines in the furniture and appliance group (-2%) and the lumber, building, hardware, farm equipment group (-3%). In the nondurable-goods category sales for the food group and for eating and drinking places increased by 1 percent over the previous month. The apparel group remained unchanged, while sales of the general merchandise group declined 1 percent from the previous month. Compared with January 1962, adjusted sales of all major kind-of-business groups increased. In the durable-goods category, sales of the automotive group rose 10 percent, accompanied by a 6 percent gain in the furniture and appliance group and a 5 percent increase in the lumber, building, hardware, farm equipment group. In the nondurable-goods category, the general merchandise group reported a sales increase of 9 percent, followed by the food group and eating and drinking places (+6% each), and the apparel group (+3%).

Based on January 1963 unadjusted sales, the food group was 26 percent of the United States total, the largest group in comparison with the other major groups. The automotive group was next with 19 percent, followed by the general merchandise group (10 percent). Gasoline service stations were 8% of the United States total for January 1963 and eating and drinking places contributed 7%. The apparel group, furniture and appliance group, and the lumber, building, hardware, farm equipment group were each 5 percent of the total sales for all retail stores.

Total sales of Group II stores (i.e., stores of organizations with 11 or more retail stores in 1958) during January 1963 amounted to \$4.1 billion, 38 percent less than Group II store sales for December 1962 but 5 percent above January 1962 sales. After adjustment for seasonal variations and trading day differences, Group II sales totaled \$4.7 million. This was virtually unchanged from the December 1962 level but 5 percent higher than Group II store sales for January a year ago.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$13.5 billion in total accounts receivable balances owed by customers as of January 31, 1963. This amount was 10 percent more than the \$12.3 billion reported as of January 31, 1962, and 6 percent less than the \$14.3 billion outstanding at the end of December 1962. Based on data not adjusted for seasonal variations, installment account balances decreased 3 percent from the December 1962 level while charge account balances decreased 8 percent. The increase in total credit balances from the year ago level reflected a 21 percent increase in installment account balances. Charge account balances were 1 percent above the January 1962 level.

Total receivable balances of durable-goods stores as of January 31, 1963, were 5 percent lower than at the end of December but 4 percent above the end-of-January 1962 level. A further comparison with January 1962 showed increases in total amounts owed to the lumber, building, hardware, farm equipment group (3%) and the furniture and appliance group (5%) and a decrease in the total amounts owed to the automotive group (2%). Nondurable-goods stores reported total receivable balances 6 percent below the end-of-December total and 15 percent above January 1962. Compared with a year ago, unpaid balances owed to the general merchandise group increased 29 percent. Amounts owed to the apparel group remained unchanged.

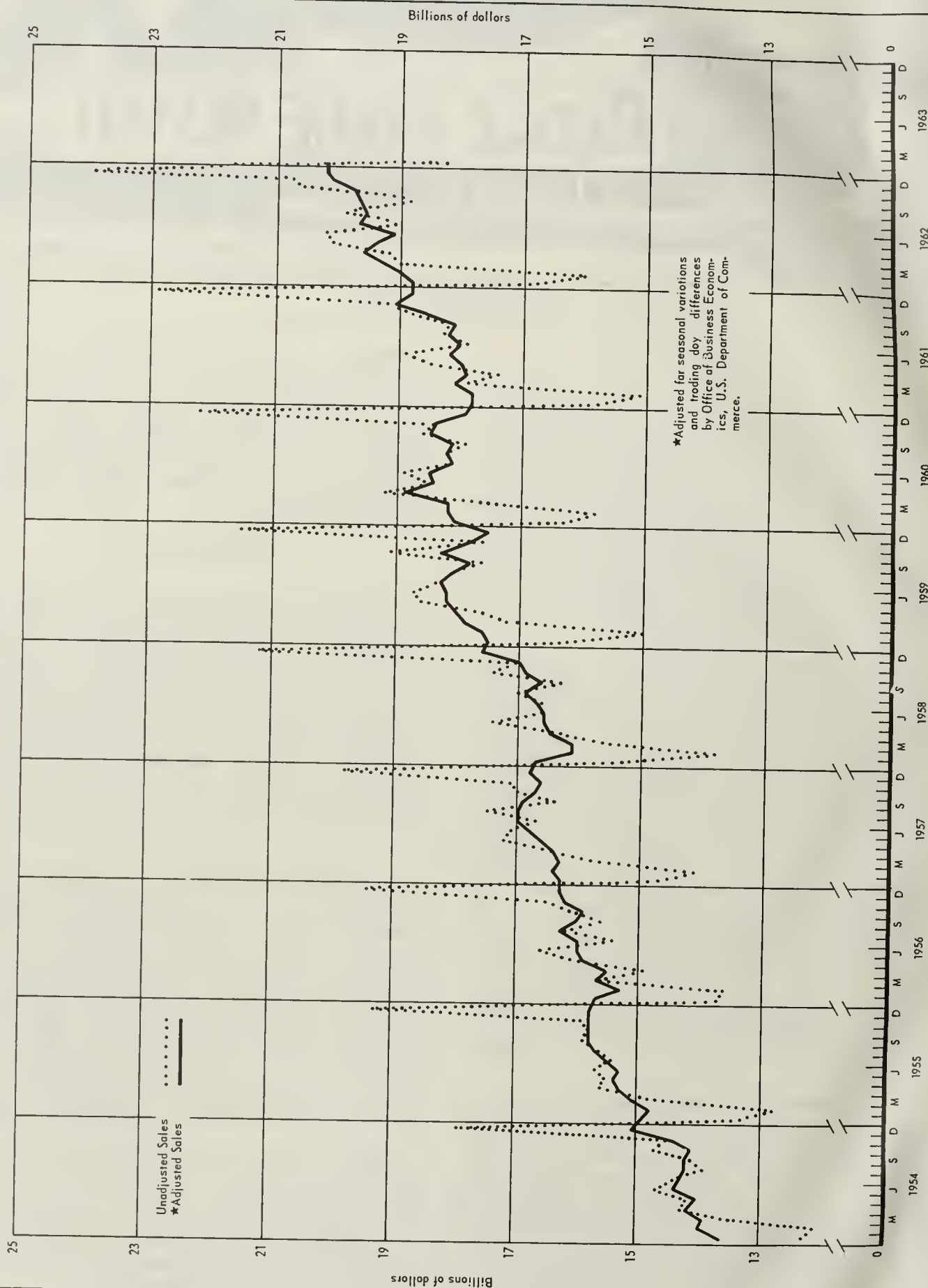
Total accounts receivable balances of Group II stores (i.e., stores of organizations with 11 or more retail stores in 1958) during January 1963 amounted to \$4.7 billion. Based on data not adjusted for seasonal variations, this was 4 percent less than the \$4.9 billion reported as of December 31, 1962 and 30 percent more than the \$3.6 billion outstanding at the end of January 1962.

For sale by the Superintendent of Documents, Government Printing Office, Washington 25, D.C. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$5.00. Single copies, available only from the Bureau of the Census, 10¢ each.

RECEIVED BY THE

MAR 15 1963

UNIVERSITY OF MICHIGAN



381
Un 33/452
1963-65

Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1963

(Millions of dollars)

Kind of business	1963	1962												Total 1962 ¹
	Jan. ²	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	
Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total ^r	18,255	17,007	16,042	19,036	19,251	20,226	20,254	19,138	19,920	18,863	20,576	20,911	24,127	235,351
Durable-goods stores, total.....	5,650	5,174	4,980	6,139	6,284	6,828	6,786	6,330	6,321	5,604	6,988	6,742	6,766	74,942
Nondurable-goods stores, total.....	12,605	11,833	11,062	12,897	12,967	13,398	13,468	12,808	13,599	13,259	13,588	14,169	17,361	160,409
Food group.....	4,752	4,470	4,314	4,971	4,520	4,791	5,033	4,733	4,997	4,823	4,803	4,917	5,237	57,609
Grocery stores.....	4,308	4,043	3,902	4,522	4,073	4,326	4,563	4,267	4,521	4,369	4,350	4,456	4,732	52,124
Meat markets.....	126	120	118	126	120	128	127	122	125	121	124	127	134	1,492
Bakery products stores.....	92	87	80	90	86	85	88	84	89	90	95	97	102	1,073
Eating and drinking places.....	1,345	1,272	1,185	1,336	1,371	1,486	1,537	1,566	1,630	1,513	1,485	1,445	1,479	17,305
Eating places.....	934	866	804	917	955	1,041	1,086	1,106	1,152	1,062	1,030	994	1,010	12,023
Restaurants, cafeterias, lunchrooms.....	783	731	679	764	779	836	867	884	928	868	849	825	843	9,853
Drinking places.....	411	406	381	419	416	445	451	460	478	451	455	451	469	5,282
General merchandise group.....	1,758	1,632	1,513	1,966	2,157	2,206	2,146	1,930	2,247	2,232	2,372	2,711	4,119	27,231
Department stores and dry goods, general merchandise stores.....	1,267	1,164	1,044	1,399	1,535	1,579	1,544	1,369	1,590	1,613	1,724	1,959	2,972	19,492
Department stores.....	1,007	945	850	1,146	1,253	1,287	1,267	1,110	1,272	1,303	1,377	1,575	2,422	15,807
Variety stores.....	255	249	265	324	363	351	352	323	367	352	360	400	751	4,457
Mail order houses (department store merchandise).....	139	131	121	145	156	163	137	131	180	165	183	245	267	2,024
Apparel group.....	988	948	795	1,063	1,307	1,183	1,121	971	1,096	1,193	1,214	1,320	2,127	14,338
Men's, boys' wear stores ³	202	196	149	186	221	221	233	185	152	206	226	258	467	2,740
Men's, boys' clothing, furnishings stores....	196	191	145	182	217	217	229	180	187	199	217	250	456	2,670
Women's apparel, accessory stores ⁴	377	361	312	418	496	463	407	368	414	455	468	513	801	5,476
Women's ready-to-wear stores.....	331	308	270	363	431	403	356	322	363	405	413	450	698	4,782
Family clothing stores.....	190	184	155	217	262	239	228	194	216	232	248	280	465	2,920
Shoe stores.....	173	166	145	196	270	214	212	182	215	236	212	209	305	2,562
Furniture and appliance group.....	823	781	725	814	789	876	894	873	948	916	962	1,020	1,216	10,814
Furniture, home furnishings stores.....	513	492	461	532	529	577	580	573	625	598	627	658	745	6,997
Furniture stores.....	372	357	328	373	368	423	425	429	472	448	462	478	563	5,126
Household appliance, TV, radio stores.....	310	289	264	282	260	299	314	300	323	318	335	362	471	3,817
Household appliance dealers.....	227	219	198	213	202	239	252	242	253	245	250	270	346	2,929
Lumber, building, hardware, farm equipment group.....	923	885	873	1,105	1,287	1,428	1,434	1,397	1,435	1,343	1,420	1,271	1,190	15,068
Lumber yards, building materials dealers ⁵	518	522	501	623	728	814	829	850	874	782	846	760	609	8,738
Lumber yards.....	347	328	314	389	467	535	558	572	595	522	560	500	398	5,738
Hardware stores.....	173	165	151	193	222	249	239	220	222	217	222	216	312	2,628
Automotive group.....	3,458	3,106	2,994	3,780	3,763	4,026	3,944	3,567	3,421	2,808	4,082	3,869	3,434	42,794
Passenger car, other automotive dealers.....	3,277	2,931	2,832	3,579	3,544	3,786	3,697	3,334	3,194	2,599	3,850	3,641	3,139	40,126
Passenger car dealers ⁶	3,186	2,855	2,750	3,477	3,421	3,648	3,532	3,177	3,062	2,495	3,736	3,542	3,053	38,748
Passenger car dealers (franchised).....	2,897	2,612	2,507	3,143	3,078	3,292	3,174	2,838	2,716	2,199	3,404	3,229	2,784	34,976
Tire, battery, accessory dealers.....	181	175	162	201	219	240	247	233	227	209	232	228	295	2,668
Gasoline service stations.....	1,530	1,447	1,333	1,487	1,511	1,577	1,623	1,647	1,662	1,564	1,604	1,561	1,629	18,645
Other retail stores ^r	2,678	2,466	2,310	2,514	2,546	2,653	2,522	2,454	2,484	2,471	2,634	2,797	3,696	31,547
Drug and proprietary stores.....	658	651	622	657	643	669	667	646	658	632	647	660	880	8,032
Drug stores.....	637	629	602	636	622	647	642	619	632	606	623	636	848	7,742
Liquor stores ^r	415	391	372	408	402	424	435	437	461	436	447	488	700	5,401

Data ADJUSTED for seasonal variations and trading day differences⁷

United States, total ^r	20,241	18,898	19,027	19,328	19,673	19,508	19,163	19,761	19,645	19,693	19,821	20,230	20,203	
Durable-goods stores, total.....	6,429	5,920	5,977	6,180	6,332	6,169	6,029	6,378	6,128	6,125	6,481	6,523	6,453	
Nondurable-goods stores, total ^r	13,812	12,978	13,050	13,148	13,341	13,339	13,134	13,383	13,517	13,568	13,340	13,707	13,750	
Food group.....	4,958	4,684	4,732	4,680	4,787	4,801	4,722	4,835	4,856	4,915	4,846	4,813	4,928	
Grocery stores.....	4,490	4,236	4,280	4,237	4,318	4,335	4,269	4,368	4,391	4,453	4,390	4,360	4,474	
Eating and drinking places.....	1,475	1,387	1,414	1,441	1,426	1,444	1,464	1,404	1,461	1,454	1,443	1,486	1,465	
General merchandise group.....	2,322	2,133	2,138	2,246	2,253	2,268	2,198	2,287	2,301	2,332	2,229	2,393	2,340	
Department stores.....	1,339	1,232	1,241	1,323	1,308	1,320	1,299	1,344	1,310	1,362	1,254	1,355	1,389	
Variety stores.....	367	360	366	380	379	376	357	374	381	368	371	392	356	
Mail order houses (department store merchandise).....	177	163	159	162	171	167	160	167	181	182	163	177	167	
Apparel group.....	1,224	1,185	1,170	1,217	1,207	1,196	1,114	1,200	1,224	1,203	1,160	1,231	1,219	
Men's, boys' wear stores ³	228	224	218	232	231	236	208	229	237	236	225	231	231	
Women's apparel, accessory stores ⁴	461	447	438	464	450	451	431	462	463	467	442	483	467	
Shoe stores.....	221	214	217	215	222	205	198	208	223	208	211	217	222	
Furniture and appliance group.....	934	885	879	888	888	876	861	908	909	951	891	924	949	
Furniture, home furnishings stores.....	596	569	558	576	582	562	565	604	595	625	574	585	603	
Household appliance, TV, radio stores.....	338	316	321	312	306	314	296	304	314	326	317	339	346	
Lumber, building, hardware, farm equipment group.....	1,269	1,214	1,251	1,225	1,273	1,257	1,212	1,269	1,261	1,251	1,237	1,300	1,308	
Lumber yards, building materials dealers ⁵	711	714	722	715	753	728	713	763	736	710	718	744	708	
Hardware stores.....	224	213	210	222	219	218	210	215	215	223	209	217	247	
Automotive group.....	3,696	3,348	3,361	3,557	3,646	3,520	3,436	3,658	3,423	3,372	3,832	3,760	3,662	
Passenger car, other automotive dealers.....	3,468	3,126	3,138	3,329	3,422	3,297	3,220	3,446	3,218	3,149	3,610	3,533	3,418	
Tire, battery, accessory dealers.....	228	222	223	228	224	223	216	212	205	223	222	227	244	
Gasoline service stations.....	1,628	1,543	1,539	1,552	1,547	1,533	1,553	1,525	1,546	1,563	1,566	1,566	1,605	
Drug and proprietary stores.....	672	655	665	658	675	677	680	674	673	651	648	690	686	
Liquor stores ^r	467	446	446	422	459	448	433	448	471	436	456	473	448	

¹ Final estimates.

² Preliminary estimates. See Explanatory Material, page 16.

r Revised.

³ Includes men's, boys' clothing, furnishings stores and custom tailors.

⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁵ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.

⁶ Includes both franchised and nonfranchised car dealers.

⁷ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 10, page

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1963

Kind of business	Percentage change in sales-- all retail stores		Kind of business	Percentage change in sales-- all retail stores	
	January 1963 from--			January 1963 from--	
	January 1962	December 1962		January 1962	December 1962

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+7	-24	Furniture and appliance group.....	+5	-32
Durable-goods stores, total.....	+9	-16	Furniture stores.....	+4	-34
Nondurable-goods stores, total.....	+7	-27	Floor coverings stores*.....	+16	-19
Food group.....	+6	-9	Household appliance, TV, radio stores.....	+7	-34
Grocery stores.....	+7	-9	Household appliance stores.....	+4	-34
Meat markets.....	+5	-6	TV, radio stores*.....	+22	-34
Fruit stores, vegetable markets*.....	+10	-18	Lumber, building, hardware, farm equipment group.....	+4	-22
Candy, nut, confectionery stores*.....	-2	-24	Lumber, building materials dealers..	-1	-15
Bakery products stores.....	+6	-10	Lumber yards.....	+6	-13
Delicatessen stores*.....	+4	-7	Paint, glass, wallpaper stores*.....	-17	-22
Eating and drinking places.....	+6	-9	Heating and plumbing equipment dealers*.....	-30	-29
Eating places.....	+8	-8	Hardware stores.....	+5	-45
Restaurants, cafeterias, lunch-rooms.....	+7	-7	Farm equipment dealers*.....	+15	-14
Drinking places.....	+1	-12	Automotive group.....	+11	+1
General merchandise group.....	+8	-57	Passenger car dealers.....	+12	+4
Department stores and dry goods, general merchandise stores.....	+9	-57	Passenger car dtrs. (franchised)...	+11	+4
Department stores.....	+7	-58	Tire, battery, accessory dealers.....	+3	-39
Variety stores.....	+2	-66	Gasoline service stations.....	+6	-6
Mail order houses (department store merchandise).....	+6	-48	Fuel, fuel oil dealers*.....	+9	+15
Apparel group.....	+4	-54	Fuel dealers, except fuel oil*.....	+4	+15
Men's, boys' clothing, furnishings stores.....	+3	-57	Fuel oil dealers*.....	+13	+15
Men's, boys' clothing stores*.....	+6	-56	Drug and proprietary stores.....	+1	-25
Men's, boys' furnishings stores*...	-10	-63	Drug stores.....	+1	-25
Women's ready-to-wear stores.....	+7	-53	Liquor stores.....	+6	-41
Family clothing stores.....	+3	-59	Jewelry stores*.....	+12	-73
Women's apparel, accessory, specialty stores*.....	-3	-55	Florists*.....	-2	-36
Shoe stores.....	+4	-43	Book stores*.....	+20	-25
Furriers, fur shops*.....	-29	-56	Stationery stores*.....	+16	-13
			Music stores*.....	+6	-49
			Camera, photographic supply stores*...	+16	-37
			Luggage, leather goods stores*.....	0	-76
			Optical goods stores*.....	+21	0
			Typewriter stores*.....	+42	+6

Based on data ADJUSTED for seasonal variations and trading day differences¹

United States, total.....	+7	0	Furniture and appliance group.....	+6	-2
Durable-goods stores, total.....	+9	0	Furniture, home furnishings stores...	+5	-1
Nondurable-goods stores, total.....	+6	0	Household appliance, TV, radio stores.	+7	-2
Food group.....	+6	+1	Lumber, building, hardware, farm equipment group.....	+5	-3
Grocery stores.....	+6	0	Lumber, building, materials dealers..	0	0
Eating and drinking places.....	+6	+1	Hardware stores.....	+5	-9
General merchandise group.....	+9	-1	Automotive group.....	+10	+1
Department stores.....	+9	-4	Passenger car and other automotive dealers.....	+11	+1
Variety stores.....	+2	+3	Tire, battery, accessory dealers.....	+3	-7
Mail order houses (department store merchandise).....	+9	+6	Gasoline service stations.....	+6	+1
Apparel group.....	+3	0	Drug and proprietary stores.....	+3	-2
Men's, boys' wear stores.....	+2	-1	Liquor stores.....	+5	+4
Women's apparel, accessory stores....	+3	-1			
Shoe stores.....	+3	0			

* See Explanatory Material, page 17.

¹ Adjusted data based on adjustment factors as developed by Office of Business Economics, U. S. Department of Commerce.

Note: Sampling variabilities, based on unadjusted data, shown in table 10, page 10, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 11, page 10.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1963

(Millions of dollars)

Kind of business	1963	1962												Total 1962
	Jan.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
	Data NOT ADJUSTED for seasonal variations or trading day differences													
United States, total.....	4,075	3,866	3,673	4,508	4,464	4,594	4,698	4,269	4,670	4,559	4,692	5,056	6,527	55,576
Durable-goods stores, total.....	283	264	259	326	335	368	368	362	378	356	392	395	468	4,271
Nondurable-goods stores, total.....	3,792	3,602	3,414	4,182	4,129	4,226	4,330	3,907	4,292	4,203	4,300	4,661	6,059	51,305
Food group.....	1,951	1,833	1,792	2,152	1,863	1,964	2,096	1,873	2,015	1,946	1,943	2,053	2,165	23,695
Grocery stores.....	1,897	1,784	1,744	2,100	1,805	1,908	2,041	1,818	1,960	1,893	1,890	2,000	2,103	23,046
Eating and drinking places.....	91	93	88	98	98	104	106	105	106	101	103	99	101	1,202
General merchandise group.....	1,120	1,052	965	1,253	1,398	1,424	1,402	1,262	1,459	1,436	1,519	1,734	2,664	17,568
Department stores and dry goods, general merchandise stores.....	792	745	659	889	984	1,012	1,002	887	1,008	1,019	1,077	1,214	1,849	12,345
Department stores.....	689	642	576	775	858	883	875	770	870	885	939	1,062	1,617	10,752
Variety stores.....	191	183	196	241	277	268	271	248	285	271	279	307	578	3,404
Apparel group.....	232	224	198	273	361	315	299	250	291	318	314	346	546	3,735
Men's, boys' wear stores ²	24	24	18	25	32	29	30	22	23	25	30	35	58	351
Women's apparel, accessory stores ³	93	85	79	108	139	128	116	100	115	125	124	143	228	1,490
Women's ready-to-wear stores.....	86	77	72	99	126	116	105	91	106	115	114	132	209	1,362
Shoe stores.....	70	70	64	82	118	97	95	79	96	105	93	93	142	1,134
Furniture and appliance group.....	72	75	70	83	82	88	84	85	90	89	101	104	119	1,070
Tire, battery, accessory dealers.....	69	71	65	80	87	100	101	96	91	86	92	92	126	1,087
Other retail stores.....	364	345	332	382	374	387	395	383	395	386	407	431	604	4,821
Drug and proprietary stores.....	129	124	118	130	130	132	135	129	131	129	132	137	213	1,640
Liquor stores.....	85	82	80	91	86	90	94	92	96	91	98	106	169	1,175

Data ADJUSTED for seasonal variations and trading day differences⁴

United States, total.....	4,731	4,501	4,523	4,653	4,582	4,591	4,523	4,635	4,670	4,691	4,610	4,743	4,741	
Grocery stores.....	1,965	1,865	1,890	1,903	1,921	1,906	1,899	1,913	1,921	1,936	1,940	1,937	1,965	
Eating and drinking places.....	98	101	99	100	100	102	102	99	99	99	100	102	101	
General merchandise group.....	1,505	1,408	1,407	1,511	1,414	1,451	1,420	1,472	1,487	1,496	1,428	1,523	1,503	
Department stores.....	923	848	858	941	852	878	870	896	886	916	863	929	962	
Variety stores.....	280	268	272	288	283	287	275	287	302	284	288	302	269	
Apparel group.....	315	314	313	311	302	311	291	314	330	313	305	320	309	
Men's, boys' wear stores ²	27	30	29	31	29	30	28	30	32	30	29	29	28	
Women's apparel, accessory stores ³	130	126	125	124	119	122	117	125	127	129	121	130	125	
Shoe stores.....	95	95	97	95	92	93	86	92	98	93	95	97	93	
Tire, battery, accessory dealers.....	88	92	88	91	89	89	87	89	86	93	90	94	98	
Drug and proprietary stores.....	138	133	135	133	138	134	136	134	135	135	136	142	142	

¹ Based on weekly sales figures converted to calendar month totals. For January 1963, weekly sales (in millions of dollars) were as follows: For week ending January 5 = 445; January 12 = 440; January 19 = 453; January 26 = 443.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁴ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963	1962 ¹												Total 1962 ¹
	Jan. ²	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
United States, total.....	4,852	4,564	4,306	5,252	5,236	5,396	5,499	5,041	5,526	5,413	5,622	6,044	7,767	65,666
Food group.....	2,205	2,043	1,986	2,363	2,058	2,178	2,314	2,097	2,251	2,184	2,200	2,300	2,439	26,413
Grocery stores.....	2,133	1,963	1,908	2,281	1,975	2,096	2,236	2,019	2,174	2,110	2,125	2,225	2,354	25,466
Eating and drinking places.....	136	133	120	135	137	144	150	149	156	148	150	149	153	1,724
General merchandise group.....	1,191	1,148	1,057	1,380	1,536	1,572	1,534	1,377	1,620	1,601	1,694	1,953	2,973	19,445
Department stores and dry goods, general merchandise stores.....	837	813	722	975	1,077	1,116	1,103	977	1,132	1,145	1,212	1,368	2,073	13,713
Department stores.....	708	694	624	843	929	958	950	835	949	968	1,033	1,168	1,782	12,441
Drug and proprietary stores.....	156	153	144	157	157	160	164	159	164	158	161	166	256	1,999

¹ Final estimates.

² Preliminary estimates.

} See Explanatory Material, page 16.

Note: United States and group totals include kinds of business not shown separately.

Table 5. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 1 TO 10 RETAIL STORES--CENSUS REGIONS, BY KIND OF BUSINESS: JANUARY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1963	1962 ¹												Total
	Jan. ²	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	1962 ¹
NORTHEAST REGION, TOTAL.....	3,639	3,375	3,063	3,664	3,735	3,964	3,915	3,724	3,796	3,512	3,918	4,070	4,554	45,290
Durable-goods stores, total.....	1,271	1,131	1,013	1,342	1,403	1,563	1,525	1,399	1,345	1,128	1,503	1,510	1,483	16,345
Nondurable-goods stores, total.....	2,368	2,244	2,050	2,322	2,332	2,401	2,390	2,325	2,451	2,384	2,415	2,560	3,071	28,945
Food group.....	723	711	675	753	706	747	767	763	791	752	730	747	784	8,907
Grocery stores.....	529	515	488	551	511	542	561	554	583	552	533	546	568	6,504
Eating and drinking places.....	374	358	329	372	374	416	441	452	463	427	414	400	408	4,853
Eating places.....	253	236	214	244	249	281	305	314	323	295	280	269	271	3,280
Drinking places.....	121	122	115	128	125	135	136	138	140	132	134	131	137	1,573
General merchandise group.....	155	136	119	159	174	185	178	154	200	201	209	258	369	2,342
Department stores and dry goods, general merchandise stores.....	127	110	94	132	148	159	152	130	173	174	180	214	304	1,970
Department stores.....	91	84	72	103	116	118	116	91	112	119	126	153	236	1,446
Apparel group.....	266	260	204	282	343	313	300	239	266	297	312	343	524	3,683
Furniture and appliance group.....	228	206	185	210	207	232	243	235	265	254	270	296	343	2,946
Gasoline service stations.....	265	253	235	266	273	283	287	304	309	286	293	286	288	3,363
Drug and proprietary stores.....	135	129	123	130	129	136	134	132	133	130	132	136	169	1,613
Liquor stores.....	105	94	92	101	99	103	106	112	120	111	109	123	192	1,362
NORTH CENTRAL REGION, TOTAL ^F	4,005	3,757	3,491	4,143	4,341	4,627	4,567	4,292	4,423	4,259	4,832	4,713	5,066	52,511
Durable-goods stores, total.....	1,459	1,351	1,291	1,637	1,746	1,889	1,881	1,704	1,717	1,575	2,047	1,919	1,817	20,574
Nondurable-goods stores, total ^F	2,546	2,406	2,200	2,506	2,595	2,738	2,686	2,588	2,706	2,684	2,785	2,794	3,249	31,937
Food group.....	783	734	698	764	728	788	824	775	810	794	787	796	862	9,360
Grocery stores.....	689	649	617	679	641	693	723	679	709	695	687	694	755	8,221
Eating and drinking places.....	359	348	319	358	368	406	418	426	458	433	428	410	408	4,780
Eating places.....	215	201	181	207	221	247	257	260	279	265	258	244	238	2,858
Drinking places.....	144	147	138	151	147	159	161	166	179	168	170	166	170	1,922
General merchandise group.....	183	172	164	221	232	240	227	201	236	250	262	295	444	2,944
Department stores and dry goods, general merchandise stores.....	131	122	112	150	159	162	154	135	158	173	186	205	323	2,039
Department stores.....	104	95	87	118	122	125	123	108	128	137	147	168	267	1,625
Apparel group.....	181	178	139	186	219	206	189	167	187	208	216	232	371	2,498
Furniture and appliance group.....	190	188	168	191	182	203	210	203	218	217	230	237	286	2,533
Lumber, building, hardware, farm equipment group.....	269	261	251	335	429	471	472	439	473	469	496	443	401	4,940
Gasoline service stations.....	473	442	396	435	454	473	475	469	473	463	491	467	496	5,534
Drug and proprietary stores.....	151	152	142	150	145	151	148	145	150	148	151	153	194	1,829
Liquor stores ^F	77	79	71	77	75	87	88	87	96	88	89	96	123	1,056
SOUTH REGION, TOTAL.....	3,864	3,504	3,477	4,006	3,979	4,198	4,155	3,988	4,133	3,855	4,235	4,175	4,729	48,434
Durable-goods stores, total.....	1,570	1,380	1,437	1,676	1,637	1,797	1,757	1,654	1,692	1,500	1,807	1,717	1,786	19,840
Nondurable-goods stores, total.....	2,294	2,124	2,040	2,330	2,342	2,401	2,398	2,334	2,441	2,355	2,428	2,458	2,943	28,594
Food group.....	753	688	661	748	700	750	798	769	807	784	799	786	844	9,134
Grocery stores.....	708	647	619	699	650	699	745	716	754	738	752	739	790	8,548
Eating and drinking places.....	262	247	240	268	279	292	299	306	314	281	280	272	280	3,358
Eating places.....	192	182	181	203	213	222	223	229	237	211	209	200	205	2,515
Drinking places.....	70	65	59	65	66	70	76	77	77	70	71	72	75	843
General merchandise group.....	172	166	163	210	219	221	200	180	205	201	212	228	349	2,554
Department stores and dry goods, general merchandise group.....	109	109	104	137	145	144	128	116	134	132	142	160	248	1,699
Department stores.....	60	68	62	82	85	86	75	65	78	79	84	97	152	1,013
Apparel group.....	205	191	175	220	265	238	215	208	234	240	247	271	453	2,957
Furniture and appliance group.....	188	176	169	189	183	215	217	210	224	212	208	219	272	2,494
Lumber, building, hardware, farm equipment group.....	251	230	253	307	339	372	368	358	368	339	357	310	292	3,893
Gasoline service stations.....	404	389	367	410	405	425	438	444	455	427	430	421	437	5,048
Drug and proprietary stores.....	140	142	142	146	139	144	142	136	137	130	133	135	166	1,692
WEST REGION, TOTAL.....	2,672	2,505	2,338	2,715	2,732	2,843	2,919	2,864	2,898	2,678	2,899	2,897	3,252	33,540
Durable-goods stores, total.....	1,067	1,048	980	1,158	1,163	1,211	1,255	1,210	1,189	1,045	1,239	1,201	1,212	13,911
Nondurable-goods stores, total.....	1,605	1,457	1,358	1,557	1,569	1,632	1,664	1,654	1,709	1,633	1,660	1,696	2,040	19,629
Food group.....	543	504	488	554	523	542	548	552	574	546	545	535	581	6,492
Grocery stores.....	486	448	434	493	466	484	493	500	515	491	489	477	516	5,807
Eating and drinking places.....	259	228	209	240	252	268	273	278	289	271	260	264	282	3,114
Eating places.....	183	155	141	166	176	189	196	199	207	192	181	183	195	2,180
Drinking places.....	76	73	68	74	76	79	77	79	82	79	79	81	87	934
Apparel group.....	104	95	79	102	119	111	118	107	118	129	125	128	233	1,464
Furniture and appliance group.....	146	136	133	141	136	138	140	140	151	145	153	164	196	1,773
Lumber, building, hardware, farm equipment group.....	177	158	158	189	210	226	234	236	226	201	215	193	202	2,448
Gasoline service stations.....	285	256	237	273	274	288	312	317	310	285	288	288	298	3,426
Drug and proprietary stores.....	103	104	96	101	100	106	108	105	107	95	99	99	138	1,258
Liquor stores.....	57	57	52	53	57	59	58	57	60	61	62	69	86	731

¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 16.

r Revised.

Note: Totals include data for kinds of business not shown separately. See page 19 for definitions of Census Regions. Sampling variabilities are shown in tables 12 and 13, page

Tabla 6. PERCENTAGE CHANGE IN SALES OF STORES OF FIRMS OPERATING 1 TO 10 RETAIL STORES--SPECIFIED STANDARD METROPOLITAN AREAS: JANUARY 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Standard Metropolitan Area	Percentage change in sales ¹ January 1963 from December 1962	Standard Metropolitan Area	Percentage change in sales ¹ January 1963 from December 1962
Atlanta, Ga.....	-19	Lexington, Ky.....	-31
Atlantic City, N. J.....	-26	Los Angeles-Long Beach, Calif.....	-16
Baltimore, Md.....	-28	Milwaukee, Wis.....	-19
Beaumont-Port Arthur, Tex.....	-5	Minneapolis-St. Paul, Minn.....	-23
Birmingham, Ala.....	-22	New Orleans, La.....	-17
Boston, Mass.....	-7	New York-Northeastern New Jersey.....	-17
Buffalo, N. Y.....	-28	New York portion.....	-18
Charlotte, N. C.....	-23	New Jersey portion.....	-14
Chicago, Ill.....	-27	Philadelphia, Pa.....	-18
Cincinnati, Ohio.....	-21	Pittsburgh, Pa.....	-16
Cleveland, Ohio.....	-12	Providence, R. I.....	-25
Des Moines, Iowa.....	-21	Richmond, Va.....	-21
Detroit, Mich.....	-20	St. Joseph, Mo.....	-22
Fort Worth, Tex.....	-10	St. Louis, Mo.....	-24
Houston, Tex.....	-21	San Francisco-Oakland, Calif.....	-22
Kansas City, Mo.....	-16	Tampa-St. Petersburg, Fla.....	-3
		Washington D. C.....	-23

¹ Year-to-year percentage changes are not available.

Note: See page 18 for Standard Metropolitan Area definitions.

Table 7. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: JANUARY 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales		Area	Percentage change in sales	
	January 1963 from--			January 1963 from--	
	January 1962	December 1962		January 1962	December 1962
STANDARD METROPOLITAN AREA			Norfolk-Portsmouth, Va.....	+7	-60
Akron, Ohio.....	+3	-62	Oklahoma City, Okla.....	+9	-56
Albany-Schenectady-Troy, N. Y.....	-2	-64	Omaha, Nebr.....	-1	-60
Asheville, N. C.....	+8	-62	Peoria, Ill.....	+4	-62
Atlanta, Ga.....	+12	-55	Philadelphia, Pa.....	-12	-64
Augusta, Ga.....	+14	-56	Phoenix, Ariz.....	NA	NA
Baltimore, Md.....	-4	-68	Pittsburgh, Pa.....	-2	-56
Baton Rouge, La.....	+11	-53	Portland, Oreg.....	-1	-59
Binghamton, N. Y.....	0	-58	Reading, Pa.....	+3	-60
Birmingham, Ala.....	+1	-61	Richmond, Va.....	+4	-60
Boston, Mass.....	+4	-57	Rochester, N. Y.....	+4	-57
Buffalo, N. Y.....	+8	-57	Sacramento, Calif.....	+7	-60
Canton, Ohio.....	-3	-63	St. Louis, Mo.....	+3	-54
Chattanooga, Tenn.....	-3	-65	Salt Lake City, Utah.....	+21	-62
Chicago, Ill.....	+7	-58	San Antonio, Tex.....	+12	-52
Cincinnati, Ohio.....	+1	-61	San Bernardino, Calif.....	+8	-53
Cleveland, Ohio.....	-2	-56	San Diego, Calif.....	+9	-53
Columbus, Ga.....	NA	NA	Savannah, Ga.....	+9	-58
Columbus, Ohio.....	+3	-60	Seattle, Wash.....	-1	-61
Corpus Christi, Tex.....	+2	-60	Shreveport, La.....	+12	-51
Dallas, Tex.....	+6	-56	South Bend, Ind.....	0	NA
Denver, Colo.....	0	-57	Spokane, Wash.....	+3	-58
Des Moines, Iowa.....	+5	-58	Springfield, Mo.....	+10	-60
Detroit, Mich.....	+7	-57	Springfield, Ohio.....	+2	-63
El Paso, Tex.....	+9	-59	Syracuse, N. Y.....	-1	-60
Erie, Pa.....	-15	-65	Tacoma, Wash.....	+1	-61
Evansville, Ind.....	NA	NA	Tampa-St. Petersburg, Fla.....	+10	-50
Flint, Mich.....	+14	-62	Toledo, Ohio.....	+5	-63
Fort Wayne, Ind.....	-4	-60	Trenton, N. J.....	+2	-61
Fort Worth, Tex.....	NA	NA	Tulsa, Okla.....	+10	-57
Grand Rapids, Mich.....	0	NA	Utica-Rome, N. Y.....	+2	-66
Houston, Tex.....	+4	-53	Waco, Tex.....	+3	-59
Indianapolis, Ind.....	+2	-60	Washington, D. C.....	+10	-56
Jacksonville, Fla.....	+18	-59	Wheeling, W. Va.....	+2	-68
Kansas City, Mo.....	+8	-60	Wichita, Kans.....	+8	-59
Knoxville, Tenn.....	+1	-62	Worcester, Mass.....	-2	-61
Lancaster, Pa.....	+1	-59	Youngstown, Ohio.....	-11	-62
Lexington, Ky.....	-18	-65	CITIES		
Los Angeles-Long Beach, Calif.....	+8	-57	Bridgeport, Conn.....	+1	-59
Louisville, Ky.....	0	-68	Bristol, Tenn.-Va.....	-4	-69
Macon, Ga.....	+13	-60	Duluth, Minn.-Superior, Wis.....	-4	-57
Memphis, Tenn.....	+7	-57	Minneapolis, Minn.....	+8	-57
Miami, Fla.....	+7	-49	Oakland-Berkeley, Calif.....	+10	-50
Milwaukee, Wis.....	-14	-59	Portsmouth, Ohio.....	-9	-73
Mobile, Ala.....	+5	-64	Rome, Ga.....	+8	-65
New Orleans, La.....	+11	-52	St. Paul, Minn.....	-1	-58
New York-Northeastern New Jersey ¹	+1	-55	San Francisco, Calif.....	+3	-51
New York city.....	-6	-51	Springfield, Mass.....	+4	-60
Newark, N. J.....	-3	-56			

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: See page 18 for Standard Metropolitan Area definitions. Data are furnished by Federal Reserve banks and subject to revision.

Table 8. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963	1962 ¹												Percentage change, Jan. 1963 from--	
	Jan. ²	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 1962	Dec. 1962
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,504	12,301	12,007	12,135	12,678	12,868	13,010	12,948	13,045	13,156	13,390	13,557	14,307	+10	-6
Durable-goods stores, total.....	5,914	5,698	5,530	5,609	5,864	5,948	6,088	6,153	6,213	6,148	6,245	6,203	6,241	+4	-5
Nondurable-goods stores, total.....	7,590	6,603	6,477	6,526	6,814	6,920	6,922	6,795	6,832	7,008	7,145	7,354	8,066	+15	-6
Food group.....	326	354	353	347	331	343	354	351	364	365	355	345	354	-8	-8
Grocery stores.....	270	299	299	296	280	291	305	295	300	303	297	288	297	-10	-9
Eating and drinking places.....	89	71	60	65	65	64	64	58	60	57	70	76	96	+25	-7
General merchandise group.....	4,522	3,507	3,454	3,481	3,658	3,744	3,843	3,838	3,885	4,030	4,131	4,278	4,782	+29	-5
Department stores and dry goods, general merchandise stores.....	3,498	2,689	2,644	2,647	2,769	2,856	2,941	2,940	2,961	3,080	3,183	3,278	3,720	+30	-6
Department stores.....	3,114	2,435	2,379	2,380	2,479	2,559	2,638	2,634	2,642	2,758	2,847	2,934	3,340	+28	-7
Mail order houses (department store mdse.)....	850	670	671	696	748	739	751	755	770	794	803	838	879	+27	-3
Apparel group.....	1,007	1,004	919	905	932	898	873	821	828	893	926	930	1,097	0	-8
Women's ready-to-wear stores.....	452	432	406	419	437	414	386	363	367	402	420	429	509	+5	-11
Furniture and appliance group.....	2,050	1,946	1,902	1,920	1,937	1,915	1,909	1,876	1,926	1,919	1,982	2,010	2,130	+5	-4
Furniture, home furnishings stores.....	1,595	1,480	1,442	1,463	1,463	1,442	1,429	1,410	1,460	1,468	1,500	1,535	1,636	+8	-3
Furniture stores.....	1,452	1,346	1,309	1,330	1,317	1,303	1,290	1,274	1,321	1,316	1,332	1,367	1,481	+8	-2
Household appliance, TV, radio stores.....	455	466	460	457	474	473	480	466	466	451	482	475	494	-2	-8
Household appliance dealers.....	395	408	410	405	410	415	427	419	412	400	421	419	432	-3	-9
Lumber, building, hardware, farm equip. group..	1,635	1,595	1,571	1,605	1,746	1,830	1,890	1,989	2,001	1,982	1,995	1,936	1,747	+3	-6
Lumber yards, building materials dealers ³	1,195	1,138	1,121	1,123	1,242	1,292	1,320	1,395	1,426	1,421	1,445	1,438	1,265	+5	-6
Lumber yards.....	899	850	828	824	917	967	1,002	1,063	1,077	1,067	1,066	1,059	951	+6	-5
Automotive group.....	1,333	1,366	1,307	1,327	1,409	1,452	1,483	1,478	1,462	1,418	1,470	1,421	1,432	-2	-7
Passenger car dealers ⁴	873	934	883	894	965	985	990	976	967	935	986	933	939	-7	-7
Passenger car dealers (franchised).....	821	851	807	822	879	903	913	907	895	867	916	864	872	-4	-6
Tire, battery, accessory dealers.....	428	399	393	403	414	438	461	463	456	448	443	447	459	+7	-7
Gasoline service stations.....	429	428	423	437	437	447	462	459	457	441	456	455	420	0	+2
Other retail stores.....	2,113	2,030	2,018	2,048	2,163	2,175	2,132	2,078	2,062	2,051	2,055	2,106	2,248	+4	-6
CHARGE ACCOUNTS															
United States, total.....	6,854	6,812	6,541	6,562	6,901	7,008	7,008	6,898	6,973	6,977	7,153	7,223	7,449	+1	-8
Durable-goods stores, total.....	3,085	3,026	2,912	2,994	3,197	3,278	3,377	3,422	3,489	3,434	3,578	3,488	3,312	+2	-7
Nondurable-goods stores, total.....	3,769	3,786	3,629	3,568	3,704	3,730	3,631	3,476	3,484	3,543	3,575	3,735	4,137	0	-9
Food group.....	318	338	336	330	327	331	340	344	356	357	347	338	346	-6	-8
General merchandise group.....	1,039	1,036	930	856	867	890	881	834	845	877	881	958	1,185	0	-12
Department stores and dry goods, general merchandise stores.....	947	941	841	767	776	794	781	737	741	771	787	856	1,087	+1	-13
Department stores.....	821	855	745	676	673	694	684	644	647	680	692	760	970	-4	-15
Apparel group.....	737	747	678	678	699	657	639	589	593	656	677	696	835	-1	-12
Furniture and appliance group.....	620	595	579	612	613	559	581	560	582	588	630	616	650	+4	-5
Furniture, home furnishings stores.....	471	433	422	452	455	409	423	409	437	451	468	455	477	+9	-1
Lumber, building, hardware, farm equip. group..	1,455	1,411	1,385	1,398	1,547	1,631	1,698	1,782	1,803	1,784	1,810	1,745	1,553	-3	-6
Lumber yards, building materials dealers ³	1,134	1,076	1,058	1,060	1,184	1,231	1,269	1,333	1,367	1,360	1,386	1,378	1,204	+5	-6
Lumber yards.....	851	801	780	777	875	922	966	1,017	1,033	1,022	1,023	1,014	903	+6	-6
Automotive group.....	730	774	728	751	791	832	828	824	830	800	854	820	796	-6	-8
Passenger car dealers (franchised).....	528	576	541	546	575	604	599	585	592	566	607	578	554	-8	-5
Gasoline service stations.....	419	413	408	423	421	432	446	442	446	429	445	445	409	+1	+2
INSTALLMENT ACCOUNTS															
United States, total.....	6,650	5,489	5,466	5,573	5,777	5,860	6,002	6,050	6,072	6,179	6,237	6,334	6,858	+21	-3
Durable-goods stores, total.....	2,829	2,672	2,618	2,615	2,667	2,670	2,711	2,731	2,724	2,714	2,667	2,715	2,929	+6	-3
Nondurable-goods stores, total.....	3,821	2,817	2,848	2,958	3,110	3,190	3,291	3,319	3,348	3,465	3,570	3,619	3,929	+36	-3
General merchandise group.....	3,483	2,471	2,524	2,625	2,791	2,854	2,962	3,004	3,040	3,153	3,250	3,320	3,597	+41	-3
Department stores and dry goods, general merchandise stores.....	2,551	1,748	1,803	1,880	1,993	2,062	2,160	2,203	2,220	2,309	2,396	2,422	2,633	+46	-3
Department stores.....	2,293	1,580	1,634	1,704	1,806	1,865	1,954	1,990	1,995	2,078	2,155	2,174	2,370	+45	-3
Apparel group.....	270	257	241	227	233	241	234	232	235	237	249	234	263	+5	+3
Furniture and appliance group.....	1,430	1,351	1,323	1,308	1,324	1,356	1,328	1,316	1,344	1,331	1,352	1,394	1,480	+6	-3
Furniture, home furnishings stores.....	1,124	1,047	1,020	1,011	1,008	1,033	1,006	1,001	1,023	1,017	1,032	1,080	1,159	+7	-3
Household appliance, TV, radio stores.....	306	304	303	297	316	323	322	316	321	314	320	314	321	+1	-5
Lumber, building, hardware, farm equip. group..	180	184	186	207	199	199	192	209	198	198	185	191	194	-2	-7
Automotive group.....	603	592	579	576	618	620	655	654	632	618	616	601	636	+2	-5
Tire, battery, accessory dealers.....	260	260	260	239	243	253	273	270	269	262	254	259	266	0	-2

¹ Final estimates.² Preliminary estimates. See Explanatory Material, page 16.³ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 14, page 12.

Table 9. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1963

9

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963	1962 ¹												Percentage change, Jan. 1963 from--	
	Jan. ²	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 1962	Dec. 1962
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	4,708	3,627	3,619	3,691	3,846	3,936	4,061	4,119	4,178	4,308	4,421	4,524	4,894	+30	-4
Durable-goods stores, total.....	1,128	1,046	1,043	1,050	1,076	1,074	1,094	1,126	1,131	1,136	1,136	1,151	1,155	+8	-2
Nondurable-goods stores, total.....	3,580	2,581	2,576	2,641	2,770	2,862	2,967	2,993	3,047	3,172	3,285	3,373	3,739	+39	-4
General merchandise group.....	3,176	2,197	2,206	2,268	2,401	2,490	2,600	2,635	2,700	2,823	2,914	3,000	3,316	+45	-4
Department stores and dry goods, general merchandise stores.....	2,517	1,734	1,740	1,781	1,886	1,961	2,052	2,083	2,122	2,225	2,311	2,365	2,633	+45	-4
Department stores.....	2,255	1,587	1,592	1,923	1,713	1,775	1,858	1,883	1,911	2,005	2,083	2,128	2,382	+42	-5
Apparel group.....	237	219	205	202	205	205	202	194	190	194	203	205	251	+8	-6
Furniture and appliance group.....	338	318	323	317	320	321	322	327	328	326	335	339	350	+6	-3
Tire, battery, accessory dealers.....	267	252	248	249	252	260	279	285	279	278	271	271	280	+6	-5
CHARGE ACCOUNTS															
United States, total.....	986	894	842	849	874	876	875	866	872	900	934	960	1,067	+10	-8
Durable-goods stores, total.....	282	243	239	274	295	290	297	315	311	319	331	324	304	+16	-7
Nondurable-goods stores, total.....	704	651	603	575	579	586	578	551	561	581	603	636	763	+8	-8
General merchandise group.....	435	402	360	330	327	337	333	312	328	348	353	384	481	+8	-10
Department stores and dry goods, general merchandise stores.....	397	372	330	299	294	305	298	279	287	307	316	347	440	+7	-10
Department stores.....	360	352	313	282	276	285	278	260	267	287	295	325	419	+2	-14
Apparel group.....	114	111	105	101	103	101	99	95	90	92	96	97	124	+3	-8
Furniture and appliance group.....	42	28	34	31	37	34	35	41	38	39	42	43	48	+50	-13
INSTALLMENT ACCOUNTS															
United States, total.....	3,722	2,733	2,777	2,842	2,972	3,060	3,186	3,253	3,306	3,408	3,487	3,564	3,827	+36	-3
Durable-goods stores, total.....	846	803	804	776	781	784	797	811	820	817	805	827	851	+5	-1
Nondurable-goods stores, total.....	2,876	1,930	1,973	2,066	2,191	2,276	2,389	2,442	2,486	2,591	2,682	2,737	2,976	+49	-3
General merchandise group.....	2,741	1,795	1,846	1,938	2,074	2,153	2,267	2,323	2,372	2,475	2,561	2,616	2,835	+53	-3
Department stores and dry goods, general merchandise stores.....	2,120	1,362	1,410	1,482	1,592	1,656	1,754	1,804	1,835	1,918	1,995	2,018	2,193	+56	-3
Department stores.....	1,895	1,235	1,279	1,341	1,437	1,490	1,580	1,623	1,644	1,718	1,788	1,803	1,963	+53	-3
Apparel group.....	123	108	99	101	102	104	103	99	100	102	107	108	127	+14	-3
Furniture and appliance group.....	296	290	289	286	283	287	287	286	290	287	293	296	302	+2	-2

¹ Final estimates.

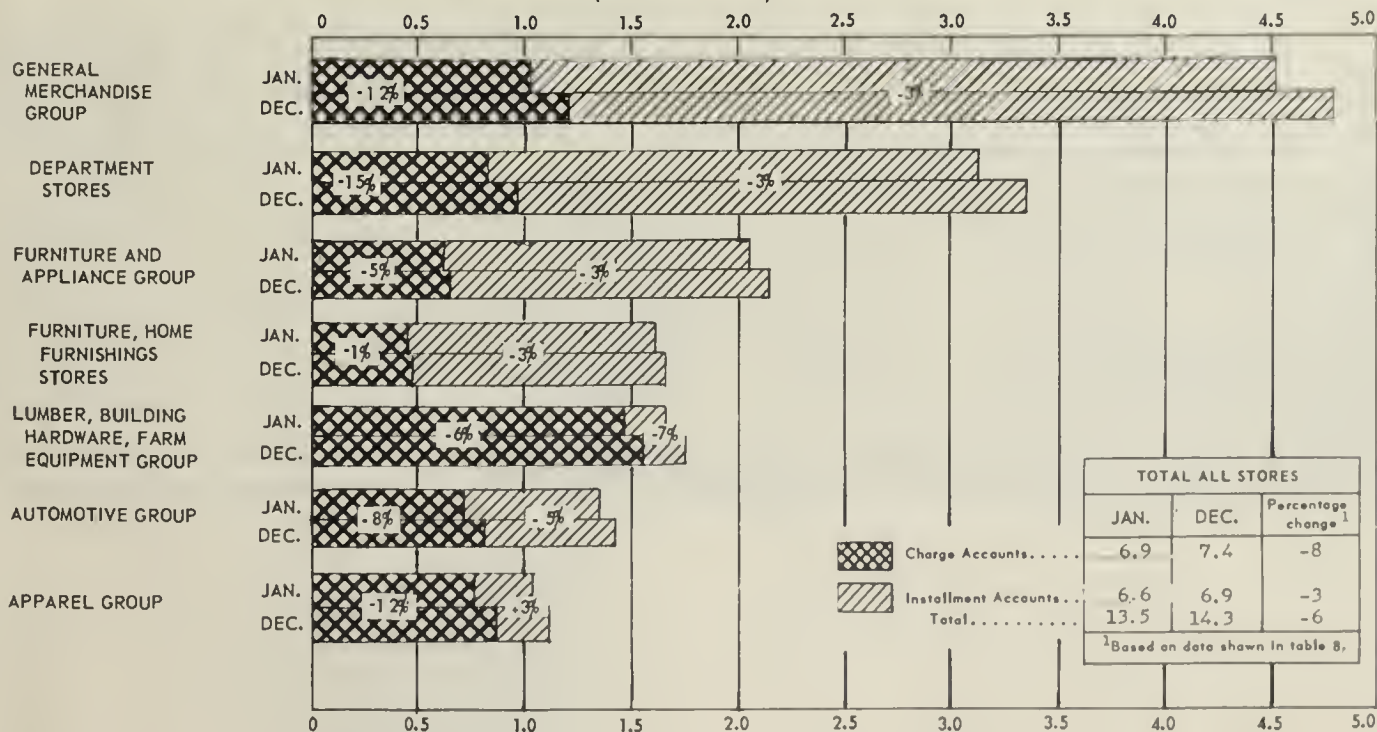
² Preliminary estimates.

See Explanatory Material, page 16.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 15, page 13.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES BY SELECTED KINDS OF BUSINESS--DECEMBER 1962, AND JANUARY 1963

(Billions of dollars)



NOTE: January data are based on preliminary estimates while December data are based on final estimates.

BUREAU OF THE CENSUS

Table 10. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 16.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
Furriers, fur shops.....	5.1-19.5	14.9	Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Sporting goods, bicycle stores.....	3.1-10.9	7.4
TV, radio stores.....	2.3-8.6	4.8	Music stores.....	3.7-7.4	6.0
Paint, glass, wallpaper stores.....	2.0-4.8	4.4	Camera, photographic supply stores.....	2.2-4.2	3.7
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Luggage, leather goods stores.....	3.6-NA	21.2
Farm equipment dealers.....	3.8-7.7	4.5	Optical goods stores.....	1.4-6.7	3.1
			Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 12. RANGE OF SAMPLING VARIABILITY OF ESTIMATES OF RETAIL SALES, FOR STORES OF FIRMS OPERATING 1 TO 10 RETAIL STORES--CENSUS REGIONS, BY KIND OF BUSINESS

Kind of business	NORTHEAST						NORTH CENTRAL						SOUTH						WEST					
	Preliminary estimate			Final estimate			Preliminary estimate			Final estimate			Preliminary estimate			Final estimate			Preliminary estimate			Final estimate		
	Range			Range			Range			Range			Range			Range			Range			Range		
	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median
Total.....	1.9-2.6	2.4	1.8-2.4	2.3	1.9-2.3	2.0	1.9-2.1	2.0	3.1-3.5	3.3	3.2-3.5	3.3	3.1-3.5	3.3	3.2-3.5	3.3	3.6-4.3	3.7	3.6-4.0	3.8	5.2-6.1	5.5	5.2-6.1	5.7
Durable-goods stores, total.....	3.2-4.1	3.6	3.1-3.6	3.4	2.8-3.5	3.1	2.7-3.3	3.0	3.7-4.4	4.0	3.5-4.1	3.8	3.7-4.4	4.0	3.5-4.1	3.8	5.2-6.5	5.5	5.2-6.1	5.7	7.3-8.2	7.7	7.3-8.2	7.5
Nondurable-goods stores, total.....	2.1-2.4	2.1	2.0-2.3	2.2	1.7-1.9	1.8	1.7-1.8	1.7	2.5-2.7	2.6	2.4-2.7	2.5	2.5-2.7	2.6	2.4-2.7	2.5	3.2-3.4	3.3	3.2-3.3	3.2	5.0-5.5	5.4	5.0-5.5	5.3
Food group.....	3.6-4.6	4.1	3.5-4.7	4.1	2.6-3.3	2.9	2.7-3.2	2.8	4.0-4.3	4.2	3.8-4.3	4.1	4.0-4.3	4.2	3.8-4.3	4.1	6.6-7.1	6.9	6.4-7.3	6.7	7.0-8.1	7.4	7.0-8.1	7.1
Grocery stores.....	4.7-5.8	5.1	4.5-6.1	5.4	2.9-3.6	3.2	2.9-3.4	3.0	4.2-4.5	4.4	3.9-4.5	4.3	4.2-4.5	4.4	3.9-4.5	4.3	7.5-8.0	7.7	7.3-8.2	7.5	8.1-9.2	8.4	8.1-9.2	8.1
Eating and drinking places.....	4.7-5.5	4.8	4.5-5.2	4.8	3.5-3.7	3.6	3.3-3.6	3.6	5.9-6.8	6.6	5.4-6.3	6.3	5.9-6.8	6.6	5.4-6.3	6.3	7.1-7.9	7.4	6.8-7.6	7.2	8.1-9.2	8.4	8.1-9.2	8.1
Eating places.....	5.8-6.5	6.1	5.5-6.2	6.0	5.2-5.5	5.3	5.1-5.3	5.2	7.5-8.1	7.8	7.0-7.6	7.3	7.5-8.1	7.8	7.0-7.6	7.3	8.1-9.2	8.4	7.8-8.6	8.2	9.1-10.2	9.4	9.1-10.2	9.1
Drinking places.....	4.6-5.7	4.7	4.4-5.6	4.8	4.6-5.2	5.0	4.5-5.2	5.0	7.5-8.1	7.8	7.0-7.6	7.3	7.5-8.1	7.8	7.0-7.6	7.3	8.1-9.2	8.4	7.8-8.6	8.2	9.1-10.2	9.4	9.1-10.2	9.1
General merchandise group.....	5.1-6.7	5.7	4.9-6.3	6.2	3.3-4.2	3.5	3.2-3.8	3.3	9.9-11.5	10.8	9.2-11.2	10.6	9.9-11.5	10.8	9.2-11.2	10.6	11.0-12.6	11.8	10.8-12.4	11.6	12.1-13.7	12.9	12.1-13.7	12.1
Department stores, dry goods general merchandise stores.....	5.5-6.7	6.5	5.0-6.4	5.6	3.8-5.0	3.9	3.0-4.4	3.6	15.0-17.0	16.5	15.0-17.0	16.6	15.0-17.0	16.5	15.0-17.0	16.6	17.0-19.6	18.8	16.8-18.4	17.6	19.1-21.7	20.4	19.1-21.7	19.1
Department stores.....	6.4-7.3	6.8	6.4-7.2	7.1	3.7-5.3	4.0	3.6-4.6	3.7	6.6-8.8	7.4	6.3-7.7	7.2	6.6-8.8	7.4	6.3-7.7	7.2	8.1-9.7	8.9	7.8-9.4	8.6	9.1-10.7	9.9	9.1-10.7	9.1
Apparel group.....	7.1-9.7	8.5	7.9-9.1	8.3	5.6-7.3	6.9	5.4-7.0	6.3	10.0-12.0	11.2	10.0-12.0	11.2	10.0-12.0	11.2	10.0-12.0	11.2	12.0-14.0	13.0	11.8-13.8	12.8	14.1-16.1	15.1	14.1-16.1	14.1
Furniture and appliance group.....	6.4-10.3	7.3	6.4-7.9	6.7	6.0-8.1	7.2	6.6-7.8	6.9	12.0-14.0	13.0	12.0-14.0	13.0	12.0-14.0	13.0	12.0-14.0	13.0	14.0-16.0	15.0	13.8-15.8	14.8	16.1-18.1	17.1	16.1-18.1	16.1
Lumber, building, hardware, farm equipment group.....	2.8-3.7	3.2	2.8-3.3	3.0	3.5-4.8	3.7	3.2-4.2	3.4	5.0-5.9	5.8	5.0-5.9	5.8	5.0-5.9	5.8	5.0-5.9	5.8	6.0-7.0	6.5	5.8-6.8	6.3	7.1-8.1	7.6	7.1-8.1	7.1
Gasoline service stations.....	5.0-5.3	5.1	4.7-5.4	5.1	5.2-6.0	5.9	5.0-5.9	5.6	5.0-5.9	5.8	5.0-5.9	5.8	5.0-5.9	5.8	5.0-5.9	5.8	6.0-7.0	6.5	5.8-6.8	6.3	7.1-8.1	7.6	7.1-8.1	7.1
Drug and proprietary stores.....	7.0-8.1	7.7	7.0-7.6	7.5	9.3-11.2	10.2	9.2-11.6	9.3	10.0-12.0	11.2	10.0-12.0	11.2	10.0-12.0	11.2	10.0-12.0	11.2	12.0-14.0	13.0	11.8-13.8	12.8	14.1-16.1	15.1	14.1-16.1	14.1
Liquor stores.....	7.0-8.1	7.7	7.0-7.6	7.5	9.3-11.2	10.2	9.2-11.6	9.3	10.0-12.0	11.2	10.0-12.0	11.2	10.0-12.0	11.2	10.0-12.0	11.2	12.0-14.0	13.0	11.8-13.8	12.8	14.1-16.1	15.1	14.1-16.1	14.1

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on unadjusted sales estimates, for the months of January through May 1960.

Table 13. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF SALES FOR TWO CONSECUTIVE MONTHS¹ OF FIRMS OPERATING 1 TO 10 RETAIL STORES--CENSUS REGIONS, BY KIND OF BUSINESS

Kind of business	NORTHEAST						NORTH CENTRAL						SOUTH						WEST					
	Preliminary estimate			Final estimate			Preliminary estimate			Final estimate			Preliminary estimate			Final estimate			Preliminary estimate			Final estimate		
	Range			Range			Range			Range			Range			Range			Range			Range		
	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median	Median
Total.....	0.5-0.7	0.6	0.6-0.8	0.7	0.5-0.7	0.6	0.6-0.8	0.7	0.7-0.8	0.8	0.6-1.1	0.9	0.7-0.8	0.8	0.6-1.1	0.9	0.5-0.7	0.6	0.5-0.7	0.6	0.5-0.7	0.6	0.5-0.7	0.6
Durable-goods stores, total.....	0.9-1.3	1.2	1.0-1.4	1.2	0.9-1.3	1.2	1.0-1.4	1.2	1.0-2.5	1.2	1.2-2.8	1.8	1.0-2.5	1.2	1.2-2.8	1.8	0.9-1.3	1.2	0.9-1.3	1.2	0.9-1.3	1.2	0.9-1.3	1.2
Nondurable-goods stores, total.....	0.4-0.9	0.5	0.4-0.7	0.6	0.4-0.9	0.5	0.4-0.7	0.6	0.5-1.0	0.6	0.6-1.1	0.7	0.5-1.0	0.6	0.6-1.1	0.7	0.4-0.9	0.5	0.4-0.9	0.5	0.4-0.9	0.5	0.4-0.9	0.5
Food group.....	0.5-0.9	0.8	0.6-0.8	0.7	0.5-0.9	0.8	0.6-0.8	0.7	0.6-0.8	0.7	0.6-0.8	0.7	0.6-0.8	0.7	0.6-0.8	0.7	0.5-0.9	0.8	0.5-0.9	0.8	0.5-0.9	0.8	0.5-0.9	0.8
Grocery stores.....	0.8-1.2	0.9	0.7-1.0	0.8	0.8-1.2	0.9	0.7-1.0	0.8	0.8-1.2	0.9	0.8-1.2	0.9	0.8-1.2	0.9	0.8-1.2	0.9	0.7-1.0	0.8	0.7-1.0	0.8	0.7-1.0	0.8	0.7-1.0	0.8
Eating and drinking places.....	0.8-2.3	1.3	0.4-1.4	1.3	0.8-2.3	1.3	0.4-1.4	1.3	1.3-1.8	1.7	1.0-2.8	1.5	1.3-1.8	1.7	1.0-2.8	1.5	0.8-2.3	1.3	0.8-2.3	1.3	0.8-2.3	1.3	0.8-2.3	1.3
Eating places.....	1.1-3.3	1.6	0.5-1.9	1.8	1.1-3.3	1.6	0.5-1.9	1.8	1.2-2.2	2.1	0.9-3.1	2.1	1.2-2.2	2.1	0.9-3.1	2.1	1.1-3.3	1.6	1.1-3.3	1.6	1.1-3.3	1.6	1.1-3.3	1.6
Drinking places.....	1.0-1.8	1.5	0.9-1.5	1.3	1.0-1.8	1.5	0.9-1.5	1.3	1.7-6.5	2.1	1.3-3.1	2.1	1.7-6.5	2.1	1.3-3.1	2.1	1.0-1.8	1.5	1.0-1.8	1.5	1.0-1.8	1.5	1.0-1.8	1.5
General merchandise group.....	0.8-3.0	1.0	0.5-1.1	0.8	0.8-3.0	1.0	0.5-1.1	0.8	1.3-1.8	1.3	1.3-1.8	1.3	1.3-1.8	1.3	1.3-1.8	1.3	0.8-3.0	1.0	0.8-3.0	1.0	0.8-3.0	1.0	0.8-3.0	1.0
Department stores, dry goods, general merchandise stores.....	0.7-3.6	0.9	0.5-0.7	0.6	0.7-3.6	0.9	0.5-0.7	0.6	1.1-2.0	1.4	1.1-2.0	1.4	1.1-2.0	1.4	1.1-2.0	1.4	0.7-3.6	0.9	0.7-3.6	0.9	0.7-3.6	0.9	0.7-3.6	0.9
Department stores.....	0.4-1.3	0.7	0.4-0.5	0.4	0.4-1.3	0.7	0.4-0.5	0.4	0.5-2.1	0.7	0.5-2.1	0.7	0.5-2.1	0.7	0.5-2.1	0.7	0.4-1.3	0.7	0.4-1.3	0.7	0.4-1.3	0.7	0.4-1.3	0.7
Apparel group.....	1.3-2.4	2.4	1.4-2.0	2.1	1.3-2.4	2.4	1.4-2.0	2.1	1.6-2.6	1.9	2.0-3.9	2.5	1.6-2.6	1.9	2.0-3.9	2.5	1.3-2.4	2.4	1.3-2.4	2.4	1.3-2.4	2.4	1.3-2.4	2.4
Furniture and appliance group.....	2.3-3.0	2.6	1.9-4.3	2.1	2.3-3.0	2.6	1.9-4.3	2.1	2.4-4.4	3.4	2.0-3.8	3.2	2.4-4.4	3.4	2.0-3.8	3.2	2.3-3.0	2.6	2.3-3.0	2.6	2.3-3.0	2.6	2.3-3.0	2.6
Lumber, building, hardware, farm equipment group.....	0.9-1.4	1.2	0.7-2.3	1.3	0.9-1.4	1.2	0.7-2.3	1.3	0.8-1.3	1.1	1.1-2.2	1.7	0.8-1.3	1.1	1.1-2.2	1.7	0.9-1.4	1.2	0.9-1.4	1.2	0.9-1.4	1.2	0.9-1.4	1.2
Gasoline service stations.....	0.6-1.5	0.9	0.8-1.0	0.9	0.6-1.5	0.9	0.8-1.0	0.9	0.9-2.3	1.6	1.2-2.3	1.6	0.9-2.3	1.6	1.2-2.3	1.6	0.6-1.5	0.9	0.6-1.5	0.9	0.6-1.5	0.9	0.6-1.5	0.9
Drug and proprietary stores.....	1.1-1.5	1.3	1.2-3.8	2.3	1.1-1.5	1.3	1.2-3.8	2.3	1.2-2.3	1.6	1.2-2.3	1.6	1.2-2.3	1.6	1.2-2.3	1.6	1.1-1.5	1.3	1.1-1.5	1.3	1.1-1.5	1.3	1.1-1.5	1.3
Liquor stores.....	1.1-1.5	1.3	1.2-3.8	2.3	1.1-1.5	1.3	1.2-3.8	2.3	1.2-2.3	1.6	1.2-2.3	1.6	1.2-2.3	1.6	1.2-2.3	1.6	1.1-1.5	1.3	1.1-1.5	1.3	1.1-1.5	1.3	1.1-1.5	1.3

¹ See footnote 1, table 10.

Note: The ranges of sampling error shown above are based on the unadjusted data for January through June 1960.

Table 14. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change. ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Z Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 15. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES-- UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(2)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(2)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(2)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(2)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(2)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(2)-1.4	(2)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.1	(2)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(2)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(2)-0.2	(2)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(2)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(2)-0.1	(2)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(2)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(2)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 14.

Note: See Note, table 14.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel; fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and are, therefore, subject to sampling variability. Estimates of these sampling variabilities are shown in tables 10 through 15. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 10 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 10, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability, particularly at the regional

level. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as non-reporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample. Estimates revised in similar fashion are not available for months prior to January 1960. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet

entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 9, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 8, and 9

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 8 and 9 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 9

Separate data are presented in tables 3 and 9 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 9) are subject to sampling variability (see Table 15) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by

summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores. For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Census Region--Table 5

The data shown in table 5 exclude figures for Group II firms because such firms report only totals for the United States on a consolidated basis which do not permit preparation of separate estimates by Census regions.

Percentage Changes in Sales of Stores of Firms Operating 1 to 10 Retail Stores-- Specified SMSA's--Table 6

The percentage changes in table 6 are based on weighted reports received from stores of organizations which operate 1-10 stores. They represent the experiences of only those stores which were in business during the months for which comparisons are made and which reported their individual dollar sales figures to the Bureau of the Census in time to be included in the tabulations. The SMSA's were selected for inclusion in this table on the basis of the relatively low sampling variability associated with the estimates for these areas.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

DEFINITIONS OF SELECTED STANDARD METROPOLITAN AREAS INCLUDED IN TABLES 6 AND 7

AKRON, OHIO: Summit County
ALBANY-SCHENECTADY-TROY, N. Y.: Albany, Rensselaer, and Schenectady Counties
ASHEVILLE, N. C.: Buncombe County
ATLANTA, GA.: Cobb, De Kalb, and Fulton Counties
ATLANTIC CITY, N. J.: Atlantic County
AUGUSTA, GA.: Richmond County, Ga.; Aiken County, S. C.
BALTIMORE, MD.: Baltimore City, Anne Arundel and Baltimore Counties
BATON ROUGE, LA.: East Baton Rouge Parish
BEAUMONT-PORT ARTHUR, TEX.: Jefferson County
BINGHAMTON, N. Y.: Broome County
BIRMINGHAM, ALA.: Jefferson County
BOSTON, MASS.: Suffolk County and parts of Essex, Middlesex, Norfolk and Plymouth Counties
BUFFALO, N. Y.: Erie and Niagara Counties
CANTON, OHIO: Stark County
CHARLOTTE, N. C.: Mecklenburg County
CHATTANOOGA, TENN.: Hamilton County, Tenn.; Walker County, Ga.
CHICAGO, ILL.: Cook, Du Page, Kane, Lake and Will Counties, Ill.; Lake County, Ind.
CINCINNATI, OHIO: Hamilton County, Ohio; Campbell and Kenton Counties, Ky.
CLEVELAND, OHIO: Cuyahoga and Lake Counties
COLUMBUS, GA.: Chattahoochee and Muscogee Counties, Ga.; Russell County, Ala.
COLUMBUS, OHIO: Franklin County
CORPUS CHRISTI, TEX.: Nueces County
DALLAS, TEX.: Dallas County
DENVER, COLO.: Adams, Arapahoe, Denver and Jefferson Counties
DES MOINES, IOWA: Polk County
DETROIT, MICH.: Macomb, Oakland, and Wayne Counties
EL PASO, TEX.: El Paso County
ERIE, PA.: Erie County
EVANSVILLE, IND.: Vanderburgh County, Ind.; and Henderson County, Ky.
FLINT, MICH.: Genesee County
FORT WAYNE, IND.: Allen County
FORT WORTH, TEX.: Tarrant County
GRAND RAPIDS, MICH.: Kent County
HOUSTON, TEX.: Harris County
INDIANAPOLIS, IND.: Marion County
JACKSONVILLE, FLA.: Duval County
KANSAS CITY, MO.: Johnson and Wyandotte Counties, Kans.; Clay and Jackson Counties, Mo.
KNOXVILLE, TENN.: Anderson, Blount, and Knox Counties
LANCASTER, PA.: Lancaster County
LEXINGTON, KY.: Fayette County
LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange Counties
LOUISVILLE, KY.: Jefferson County, Ky.; Clark and Floyd Counties, Ind.
MACON, GA.: Bibb and Houston Counties
MEMPHIS, TENN.: Shelby County
MIAMI, FLA.: Dade County
MILWAUKEE, WIS.: Milwaukee County
MINNEAPOLIS, ST. PAUL, MINN.: Anoka, Dakota, Hennepin and Ramsey Counties
MOBILE, ALA.: Mobile County
NASHVILLE, TENN.: Davidson County
NEW ORLEANS, LA.: Jefferson, Orleans and St. Bernard Parishes
NEW YORK-NORTHEASTERN NEW JERSEY:
New York portion.--New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Nassau, Rockland, Suffolk, and Westchester Counties
New Jersey portion.--Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union Counties
NORFOLK-PORTSMOUTH, VA.: Norfolk, Portsmouth, South Norfolk, and Virginia Beach cities; Norfolk and Princess Anne Counties
OKLAHOMA CITY, OKLA.: Oklahoma County
OMAHA, NEBR.: Douglas and Sarpy Counties, Nebr.; Pottawattamie County, Iowa
PEORIA, ILL.: Peoria and Tazewell Counties
PHILADELPHIA, PA.: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester Counties, N. J.
PHOENIX, ARIZ.: Maricopa County
PITTSBURGH, PA.: Allegheny, Beaver, Washington, and Westmoreland Counties
PORTLAND, OREG.: Clackamas, Multnomah, and Washington Counties, Oreg.; Clark County, Wash.
PROVIDENCE, R. I.: Bristol County and parts of Kent, Providence, and Washington Counties, R. I.; parts of Bristol, Norfolk, and Worcester Counties, Mass.
READING, PA.: Berks County
RICHMOND, VA.: Richmond City, Chesterfield, and Henrico Counties
ROCHESTER, N. Y.: Monroe County
SACRAMENTO, CALIF.: Sacramento County
ST. JOSEPH, MO.: Buchanan County
ST. LOUIS, MO.: St. Louis City, St. Charles and St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.
SALT LAKE CITY, UTAH: Salt Lake County
SAN ANTONIO, TEX.: Bexar County
SAN DIEGO, CALIF.: San Diego County
SAN FRANCISCO-OAKLAND, CALIF.: Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano Counties
SAVANNAH, GA.: Chatham County
SEATTLE, WASH.: King County
SHREVEPORT, LA.: Bossier and Caddo Parishes
SOUTH BEND, IND.: St. Joseph County
SPOKANE, WASH.: Spokane County
SPRINGFIELD, MO.: Greene County
SPRINGFIELD, OHIO: Clark County
SYRACUSE, N. Y.: Onondaga County
TACOMA, WASH.: Pierce County
TAMPA, ST. PETERSBURG, FLA.: Hillsborough and Pinellas Counties
TOLEDO, OHIO: Lucas County
TRENTON, N. J.: Mercer County
TULSA, OKLA.: Tulsa County
UTICA-ROME, N. Y.: Herkimer and Oneida Counties
WACO, TEX.: McLennan County
WASHINGTON, D. C.: The District of Columbia; Alexandria and Falls Church cities; Arlington and Fairfax Counties, Va.; Montgomery and Prince Georges Counties, Md.
WHEELING, W. VA.: Brooke, Hancock, Marshall, and Ohio Counties, W. Va.; Belmont, Ohio
WICHITA, KANS.: Sedgwick County
WORCESTER, MASS.: Part of Worcester County
YOUNGSTOWN, OHIO: Mahoning and Trumbull Counties, Ohio; Mercer County, Pa.

Note: The above definitions of the selected Standard Metropolitan Areas correspond to the descriptions as defined prior to May 1956 by the Bureau of the Budget.

CENSUS REGIONS

NORTHEAST REGION	NORTH CENTRAL REGION	SOUTH REGION	WEST REGION
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada
<u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi	<u>Pacific Division</u> Washington Oregon California Alaska Hawaii
		<u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D.C.

OFFICIAL BUSINESS

FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

FIRST CLASS MAIL



U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
 BUREAU OF THE CENSUS, Richard M. Scammon, Director

FOR RELEASE
 APRIL 9, 1963

February 1963

BR-63-2

SALES

Total sales of all retail stores in the United States during February 1963 were estimated at \$17.2 billion, 6 percent below sales for January 1963, but 7 percent higher than February 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, February 1963 sales amounted to \$20.5 billion, 7 percent higher than February a year ago and 1 percent higher than January 1963. Adjusted sales of durable-goods stores in February 1963 increased 2 percent from January 1963, and were 10 percent above February 1962. Adjusted sales of nondurable-goods stores were 1 percent higher than January 1963, and 6 percent above the February 1962 level.

Based on adjusted data, the increase since January 1963 in sales of durable-goods stores reflected increases in the automotive group and furniture and appliance group (+2% and +1% respectively). In the nondurable-goods stores category, sales increases were shown for eating and drinking places (+4%) and the apparel group (+1%). Sales for the food group decreased 1 percent.

A comparison of adjusted sales for February 1963 with those for the same month a year ago, shows that all major kinds-of-business groups increased over last year. In the nondurable-goods category, sales for the general merchandise group were up 9 percent, followed by the apparel group and gasoline service stations (+5% each), and the food group (+4%). The automotive group led durable-goods stores with an increase of 13 percent, followed by the furniture and appliance group (+8%), and the lumber, building, hardware, farm equipment group (+1%).

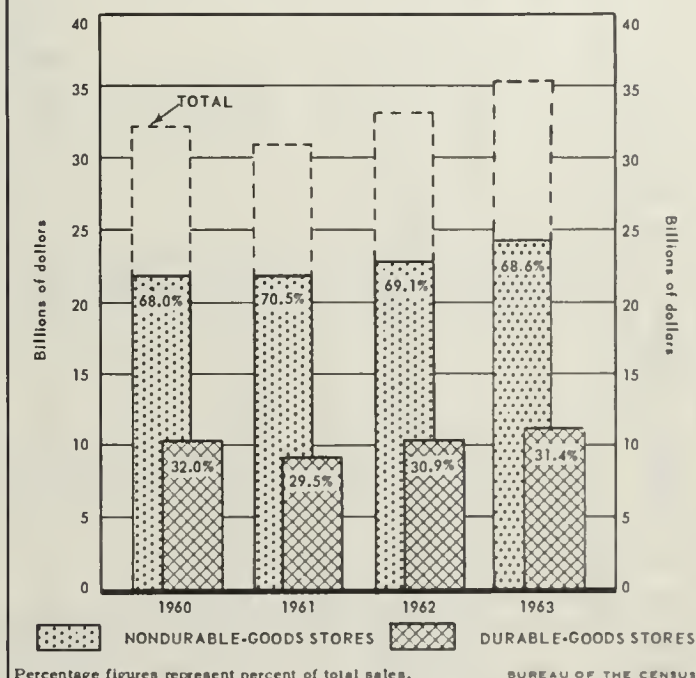
Cumulative sales of all retail stores for the first two months of 1963 amounted to \$35.4 billion or 7 percent above the \$33.0 billion reported for the same period in 1962. On an adjusted basis all major kinds-of-business groups showed sales increases, with the automotive group reporting a cumulative sales increase of 12 percent, followed by the general merchandise group (+9%).

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$12.7 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES— FIRST TWO MONTHS-1960 THROUGH 1963

[Not adjusted for seasonal variations or trading day differences]



by customers as of February 28, 1963. This amount was 6 percent more than the \$12.0 billion reported as of February 28, 1962, and about 5 percent less than the \$13.5 billion outstanding at the end of January 1963. The increase in total credit balances from the February 1962 level, based on data not adjusted for seasonal variations, reflected a 12 percent increase in installment account balances and a 1 percent increase in charge account balances. Compared with January 1963, installment account balances decreased 8 percent, while charge account balances decreased 3 percent.

Total receivable balances of durable-goods stores as of February 28, 1963 were 3 percent lower than balances for the previous month, but 3 percent above February 1962. Nondurable-goods stores reported a 7 percent decrease in total credit outstanding from the January 31, 1963 total, but an 8 percent increase over the total for the end of February a year ago.

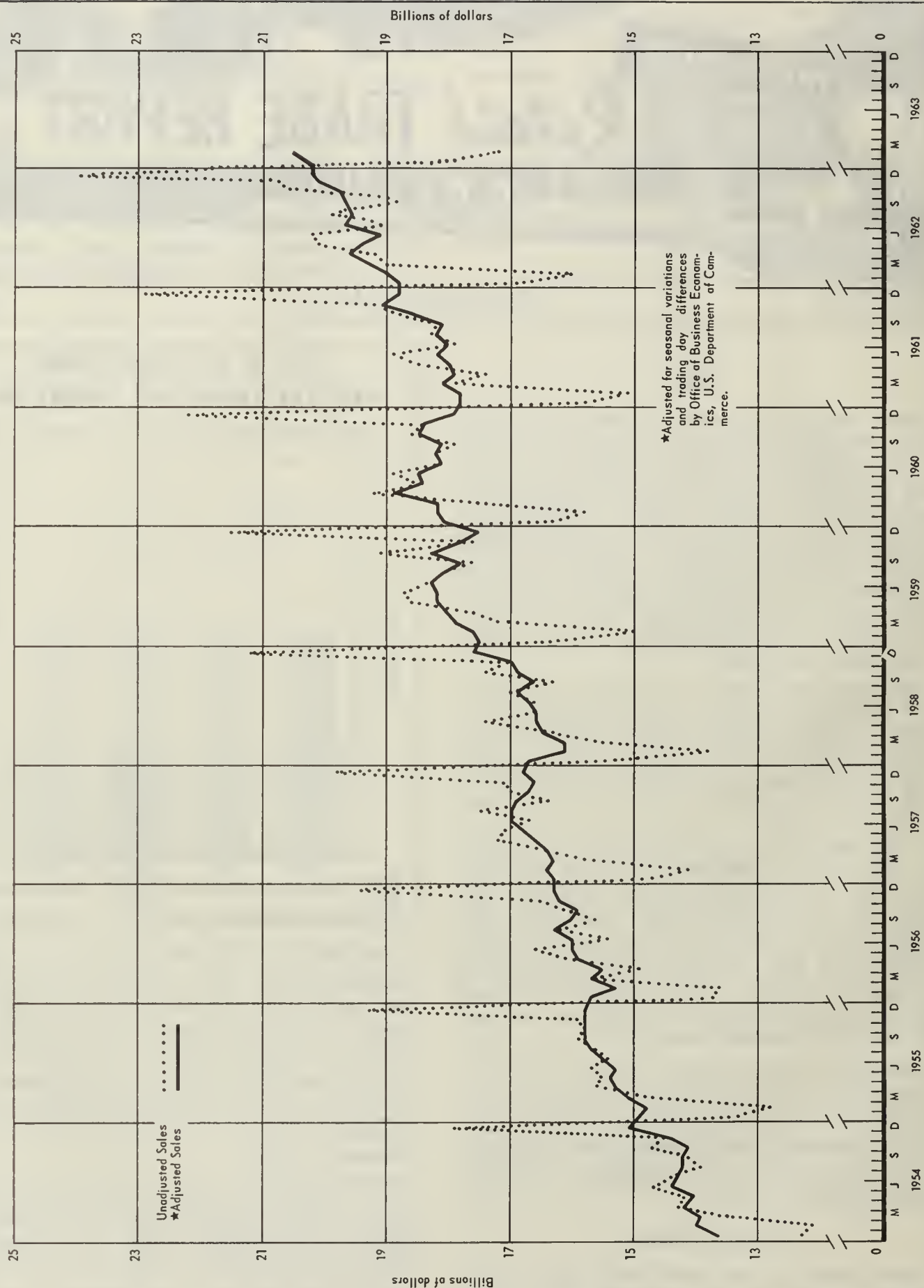


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1963

(Millions of dollars)

Kind of business	1963		1962 ¹												Total 2 months	
	Jan. ¹	Feb. ²	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
	Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,169	16,042	19,036	19,251	20,226	20,254	19,138	19,920	18,863	20,576	20,911	24,127	35,430	33,049	
Durable-goods stores, total.....	5,695	5,448	4,980	6,139	6,284	6,828	6,786	6,330	6,321	5,604	6,988	6,742	6,766	11,143	10,154	
Nondurable-goods stores, total.....	12,566	11,721	11,062	12,897	12,967	13,398	13,468	12,808	13,599	13,259	13,588	14,169	17,361	24,287	22,895	
Food group.....	4,738	4,479	4,314	4,971	4,520	4,791	5,033	4,733	4,997	4,823	4,803	4,917	5,237	9,217	8,784	
Grocery stores.....	4,303	4,058	3,902	4,522	4,073	4,326	4,563	4,267	4,521	4,369	4,350	4,456	4,732	8,361	7,945	
Meat markets.....	124	117	118	126	120	128	127	122	125	121	124	127	134	241	233	
Bakery products stores.....	90	86	80	90	86	85	88	84	89	90	95	97	102	176	167	
Eating and drinking places.....	1,334	1,270	1,185	1,336	1,371	1,486	1,537	1,566	1,630	1,513	1,485	1,445	1,479	2,604	2,457	
Eating places.....	920	877	804	917	955	1,041	1,086	1,106	1,152	1,062	1,030	994	1,010	1,797	1,670	
Restaurants, cafeterias, lunchrooms.....	775	738	679	764	779	836	867	884	928	868	849	825	843	1,513	1,410	
Drinking places.....	414	393	381	419	416	445	451	460	478	451	455	451	469	807	787	
General merchandise group.....	1,756	1,633	1,513	1,966	2,152	2,201	2,141	2,126	2,241	2,232	2,372	2,711	4,119	3,389	3,145	
Department stores and dry goods, general merchandise stores.....	1,260	1,136	1,044	1,399	1,530	1,574	1,539	1,365	1,584	1,613	1,724	1,959	2,972	2,396	2,208	
Department stores.....	1,005	904	850	1,146	1,248	1,282	1,262	1,106	1,266	1,303	1,377	1,575	2,422	1,909	1,795	
Variety stores.....	259	275	265	324	363	351	352	323	367	352	360	400	751	534	514	
Mail order houses (department store merchandise).....	139	131	121	145	156	163	137	131	180	165	183	245	267	270	252	
Apparel group.....	986	837	795	1,063	1,307	1,183	1,121	971	1,096	1,193	1,214	1,320	2,127	1,823	1,743	
Men's, boys' wear stores ³	204	163	149	186	221	221	233	185	192	206	226	258	467	367	345	
Men's, boys' clothing, furnishings stores.....	197	158	145	182	217	217	229	180	187	199	217	250	456	355	336	
Women's apparel, accessory stores ⁴	377	328	312	418	496	463	407	368	414	455	468	513	801	705	673	
Women's ready-to-wear stores.....	329	287	270	363	431	403	356	322	363	405	413	450	698	616	578	
Family clothing stores.....	190	159	155	217	262	239	228	194	216	232	248	280	465	349	339	
Shoe stores.....	169	148	145	196	270	214	212	182	215	236	212	209	305	317	311	
Furniture and appliance group.....	830	779	725	814	789	876	894	873	948	916	962	1,020	1,216	1,609	1,506	
Furniture, home furnishings stores.....	517	502	461	532	529	577	580	573	625	598	627	658	745	1,019	953	
Furniture stores.....	374	357	328	373	368	423	425	429	472	448	462	478	563	731	685	
Household appliance, TV, radio stores.....	313	277	264	282	260	299	314	300	323	318	335	362	471	590	553	
Household appliance dealers.....	228	200	198	213	202	239	252	242	253	245	250	270	346	428	417	
Lumber, building, hardware, farm equipment group.....	921	891	873	1,105	1,287	1,428	1,434	1,397	1,435	1,343	1,420	1,271	1,190	1,812	1,758	
Lumber yards, building materials dealers ⁵	520	493	501	623	728	814	829	850	874	782	846	760	609	1,013	1,023	
Lumber yards.....	347	322	314	389	467	535	558	572	595	522	560	500	398	669	642	
Hardware stores.....	175	158	151	193	222	249	239	220	222	217	222	216	312	333	316	
Automotive group.....	3,487	3,318	2,994	3,780	3,763	4,026	3,944	3,567	3,421	2,808	4,082	3,869	3,434	6,805	6,100	
Passenger car, other automotive dealers.....	3,309	3,153	2,832	3,579	3,544	3,786	3,697	3,334	3,194	2,599	3,850	3,641	3,139	6,462	5,763	
Passenger car dealers ⁶	3,215	3,044	2,750	3,477	3,421	3,648	3,532	3,177	3,062	2,495	3,736	3,542	3,053	6,259	5,605	
Passenger car dealers (franchised).....	2,921	2,745	2,507	3,143	3,078	3,292	3,174	2,838	2,716	2,199	3,404	3,229	2,784	5,666	5,119	
Tire, battery, accessory dealers.....	178	165	162	201	219	240	247	233	227	209	232	228	295	343	337	
Gasoline service stations.....	1,540	1,402	1,333	1,487	1,511	1,577	1,623	1,647	1,662	1,564	1,604	1,561	1,629	2,942	2,780	
Other retail stores.....	2,669	2,560	2,310	2,514	2,551	2,658	2,527	2,458	2,490	2,471	2,634	2,797	3,696	5,229	4,776	
Drug and proprietary stores.....	649	639	622	657	643	669	667	646	658	632	647	660	880	1,288	1,273	
Drug stores.....	630	619	602	636	622	647	642	619	632	606	623	636	848	1,249	1,231	
Liquor stores.....	409	387	372	408	402	424	435	437	461	436	447	488	700	796	763	
Data ADJUSTED for seasonal variations and trading day differences ⁷																
United States, total.....	20,247	20,452	19,027	19,328	19,673	19,508	19,163	19,761	19,645	19,693	19,821	20,230	20,203	40,699	37,925	
Durable-goods stores, total.....	6,477	6,602	5,977	6,180	6,332	6,169	6,029	6,378	6,128	6,125	6,481	6,523	6,453	13,079	11,897	
Nondurable-goods stores, total.....	13,770	13,850	13,050	13,148	13,341	13,339	13,134	13,383	13,517	13,568	13,340	13,707	13,750	27,620	26,028	
Food group.....	4,943	4,911	4,732	4,680	4,787	4,801	4,722	4,835	4,856	4,915	4,846	4,813	4,928	9,854	9,416	
Grocery stores.....	4,485	4,451	4,280	4,237	4,318	4,335	4,269	4,368	4,391	4,453	4,390	4,360	4,474	8,936	8,516	
Eating and drinking places.....	1,463	1,520	1,414	1,441	1,426	1,444	1,464	1,404	1,461	1,454	1,443	1,486	1,465	2,983	2,801	
General merchandise group.....	2,320	2,329	2,138	2,246	2,248	2,263	2,193	2,283	2,294	2,332	2,229	2,393	2,340	4,649	4,271	
Department stores.....	1,336	1,337	1,241	1,323	1,301	1,315	1,294	1,340	1,303	1,362	1,254	1,355	1,389	2,673	2,473	
Variety stores.....	373	379	366	380	379	376	357	374	381	368	371	392	356	752	726	
Mail order houses (department store mchse.)..	177	174	159	162	171	167	160	167	181	182	163	177	167	351	322	
Apparel group.....	1,220	1,231	1,170	1,217	1,207	1,196	1,114	1,200	1,224	1,203	1,160	1,231	1,219	2,451	2,355	
Men's, boys' wear stores ³	230	240	218	232	231	236	208	229	237	236	225	231	231	470	442	
Women's apparel, accessory stores ⁴	461	464	438	464	450	451	431	462	463	467	442	483	467	925	885	
Shoe stores.....	215	218	217	215	222	205	198	208	223	208	211	217	222	433	431	
Furniture and appliance group.....	941	949	879	888	888	876	861	908	909	951	891	924	949	1,890	1,764	
Furniture, home furnishings stores.....	600	611	558	576	582	562	565	604	595	625	574	585	603	1,211	1,127	
Household appliance, TV, radio stores.....	341	338	321	312	306	314	296	304	314	326	317	339	346	679	637	
Lumber, building, hardware, farm equipment group.....	1,266	1,267	1,251	1,225	1,273	1,257	1,212	1,269	1,261	1,251	1,237	1,300	1,308	2,533	2,465	
Lumber yards, building materials dealers ⁵	714	710	722	715	753	728	713	763	736	710	718	744	708	1,424	1,436	
Hardware stores.....	227	218	210	222	219	218	210	215	215	223	207	217	247	445	423	
Automotive group.....	3,726	3,803	3,361	3,557	3,646	3,520	3,436	3,658	3,423	3,372	3,833	3,760	3,662	7,529	6,709	
Passenger car, other automotive dealers.....	3,502	3,576	3,138	3,329	3,422	3,297	3,220	3,444	3,218	3,149	3,610	3,533	3,418	7,078	6,264	
Tire, battery, accessory dealers.....	224	227	223	228	224	223	216	212	205	223	222	227	244	451	445	
Gasoline service stations.....	1,639	1,616	1,539	1,552	1,547	1,533	1,553	1,525	1,546	1,563	1,566	1,566	1,605	3,255	3,082	
Drug and proprietary stores.....	663	686	665	658	675	677	680	674	673	651	648	690	686	1,349	1,320	
Liquor stores.....	460	461	446	422	459	448	433	448	471	436	456	473	448	921	892	

¹ Final estimates.² Preliminary estimates.³ Includes men's, boys' clothing, furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.⁷ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	February 1963 from--		2 mos. 1963 from 2 mos. 1962		February 1963 from--		2 mos. 1963 from 2 mos. 1962
	Feb. 1962	Jan. 1963			Feb. 1962	Jan. 1963	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+7	-6	+7	Furniture and appliance group.....	+7	-6	+7
Durable-goods stores, total.....	+9	-4	+10	Furniture stores.....	+9	-5	+7
Nondurable-goods stores, total.....	+6	-7	+6	Floor coverings stores*.....	+6	+2	+13
Food group.....	+4	-5	+5	Household appliance, TV, radio stores.....	+5	-12	+7
Grocery stores.....	+4	-6	+5	Household appliance stores.....	+1	-12	+3
Meat markets.....	-1	-6	+1	TV, radio stores*.....	+18	-9	+22
Fruit stores, vegetable markets*.....	+12	-3	+5	Lumber, building, hardware, farm equipment group.....	+2	-3	+3
Candy, nut, confectionery stores*.....	+5	+16	0	Lumber, building materials dealers...	-2	-5	-1
Bakery products stores.....	+8	-4	+5	Lumber yards.....	+3	-7	+4
Delicatessen stores*.....	-4	-8	-2	Paint, glass, wallpaper stores*.....	0	0	-9
Eating and drinking places.....	+7	-5	+6	Heating and plumbing equipment dealers*.....	-21	0	-26
Eating places.....	+9	-5	+8	Hardware stores.....	+5	-10	+5
Restaurants, cafeterias, lunch-rooms.....	+9	-5	+7	Farm equipment dealers*.....	+9	+6	+10
Drinking places.....	+3	-5	+3	Automotive group.....	+11	-5	+12
General merchandise group.....	+8	-7	+8	Passenger car dealers.....	+11	-5	+12
Department stores and dry goods, general merchandise stores.....	+9	-10	+9	Passenger car dtrs.(franchised)....	+9	-6	+11
Department stores.....	+6	-10	+6	Tire, battery, accessory dealers.....	+2	-7	+2
Variety stores.....	+4	+6	+4	Gasoline service stations.....	+5	-9	+6
Mail order houses(department store merchandise).....	+8	-6	+7	Fuel, fuel oil dealers*.....	+18	-13	+16
Apparel group.....	+5	-15	+5	Fuel dealers, except fuel oil*.....	+19	-13	+16
Men's, boys' clothing, furnishings stores.....	+9	-20	+6	Fuel oil dealers*.....	+18	-15	+16
Men's, boys' clothing stores*.....	+12	-20	+10	Drug and proprietary stores.....	+3	-2	+1
Men's, boys' furnishings stores*.....	-3	-19	-7	Drug stores.....	+3	-2	+1
Women's ready-to-wear stores.....	+6	-13	+7	Liquor stores.....	+4	-5	+4
Family clothing stores.....	+3	-16	+3	Jewelry stores*.....	+7	-5	+12
Women's apparel, accessory, specialty stores*.....	0	-11	+1	Florists*.....	+15	+5	+9
Shoe stores.....	+2	-12	+2	Book stores*.....	+32	+25	+27
Furriers, fur shops*.....	-18	-25	-25	Stationery stores*.....	+17	-7	+16
				Music stores*.....	+24	-9	+15
				Camera, photographic supply stores*....	+44	-10	+28
				Luggage, leather goods stores*.....	-25	0	-25
				Optical goods stores*.....	+33	0	+23
				Typewriter stores*.....	+60	-6	+50

Based on data ADJUSTED for seasonal variations and trading day differences¹

United States, total.....	+7	+1	+7	Furniture and appliance group.....	+8	+1	+7
Durable-goods stores, total.....	+10	+2	+10	Furniture, home furnishings stores...	+9	-2	+7
Nondurable-goods, stores, total.....	+6	+1	+6	Household appliance, TV, radio stores.	+5	-1	+7
Food group.....	+4	-1	+5	Lumber, building, hardware, farm equipment group.....	+1	0	+3
Grocery stores.....	+4	-1	+5	Lumber, building, materials dealers..	-2	-1	-1
Eating and drinking places.....	+7	+4	+6	Hardware stores.....	+4	-4	+5
General merchandise group.....	+9	0	+9	Automotive group.....	+13	+2	+12
Department stores.....	+8	0	+8	Passenger car and other automotive dealers.....	+14	+2	+13
Variety stores.....	+4	+2	+4	Tire, battery, accessory dealers.....	+2	+1	+1
Mail order houses (department store merchandise).....	+9	-2	+9	Gasoline service stations.....	+5	-1	+6
Apparel group.....	+5	+1	+4	Drug and proprietary stores.....	+3	+3	+2
Men's, boys' wear stores.....	+10	+4	+6	Liquor stores.....	+3	0	+3
Women's apparel, accessory stores.....	+6	-1	+5				
Shoe stores.....	0	-1	0				

* See Explanatory Material, page 15.

¹ Adjusted data based on adjustment factors as developed by Office of Business Economics, U. S. Department of Commerce.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1963

(Millions of dollars)																
Kind of business	1963		1962												Total 2 months	
	Jan.	Feb.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,075	3,826	3,673	4,508	4,464	4,594	4,698	4,269	4,670	4,559	4,692	5,056	6,527	7,901	7,537	
Durable-goods stores, total.....	283	272	259	326	335	368	368	362	378	356	392	395	468	555	523	
Nondurable-goods stores, total.....	3,792	3,554	3,414	4,182	4,129	4,226	4,330	3,907	4,292	4,203	4,300	4,661	6,059	7,346	7,016	
Food group.....	1,951	1,842	1,792	2,152	1,863	1,964	2,096	1,873	2,015	1,946	1,943	2,053	2,165	3,793	3,625	
Grocery stores ¹	1,897	1,790	1,744	2,100	1,805	1,908	2,041	1,818	1,960	1,893	1,890	2,000	2,103	3,687	3,528	
Eating and drinking places.....	91	89	88	98	98	104	106	105	106	101	103	99	101	180	181	
General merchandise group.....	1,120	1,035	965	1,253	1,398	1,424	1,402	1,262	1,459	1,436	1,519	1,734	2,664	2,155	2,017	
Department stores and dry goods, general merchandise stores.....	792	708	659	889	984	1,012	1,002	887	1,008	1,019	1,077	1,214	1,849	1,500	1,404	
Department stores.....	689	618	576	775	858	883	875	770	870	885	939	1,062	1,617	1,307	1,218	
Variety stores.....	191	204	196	241	277	268	271	248	285	271	279	307	578	395	379	
Apparel group.....	232	202	198	273	361	315	299	250	291	318	314	346	546	434	422	
Men's, boys' wear stores ²	24	19	18	25	32	29	30	22	23	25	30	35	58	43	42	
Women's apparel, accessory stores ³	93	82	79	108	139	128	116	100	115	125	124	143	228	175	164	
Women's ready-to-wear stores.....	86	76	72	99	126	116	105	91	106	115	114	132	209	162	149	
Shoe stores.....	70	64	64	82	118	97	95	79	96	105	93	93	142	134	134	
Furniture and appliance group.....	72	71	70	83	82	88	84	85	90	89	101	104	119	143	145	
Tire, battery, accessory dealers.....	69	62	65	80	87	100	101	96	91	86	92	92	126	131	136	
Other retail stores.....	364	362	332	382	374	387	395	383	395	386	407	431	604	726	677	
Drug and proprietary stores.....	129	128	118	130	130	132	135	129	131	129	132	137	213	257	242	
Liquor stores.....	85	84	80	91	86	90	94	92	96	91	98	106	169	169	166	

Data ADJUSTED for seasonal variations and trading day differences⁴

United States, total.....	4,731	4,708	4,523	4,653	4,582	4,591	4,523	4,635	4,670	4,691	4,610	4,743	4,741	9,439	9,024
Grocery stores ¹	1,965	1,951	1,890	1,903	1,921	1,906	1,899	1,913	1,921	1,936	1,940	1,937	1,965	3,916	3,755
Eating and drinking places.....	98	77	99	100	100	102	102	99	99	99	100	102	101	175	200
General merchandise group.....	1,505	1,510	1,407	1,511	1,414	1,451	1,420	1,472	1,487	1,496	1,428	1,523	1,503	3,015	2,815
Department stores.....	923	922	858	941	852	878	870	896	886	916	863	929	962	1,845	1,706
Variety stores.....	280	284	272	288	283	287	275	287	302	284	288	302	269	564	540
Apparel group.....	315	319	313	311	302	311	291	314	330	313	305	320	309	634	627
Men's, boys' wear stores ²	27	31	29	31	29	30	28	30	32	30	29	29	28	58	59
Women's apparel, accessory stores ³	130	131	125	124	119	122	117	125	127	129	121	130	125	261	251
Shoe stores.....	95	97	97	95	92	93	86	92	98	93	95	97	93	192	192
Tire, battery, accessory dealers.....	88	86	88	91	89	89	87	89	86	93	90	94	98	174	180
Drug and proprietary stores.....	138	146	135	133	138	134	136	134	135	135	136	142	142	284	268

¹ Based on weekly sales figures converted to calendar month totals. For February 1963, weekly sales (in millions of dollars) were as follows. For week ending February 2 = 461; February 9 = 449; February 16 = 446; February 23 = 439.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁴ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963		1962 ¹												Total 2 months	
	Jan. ¹	Feb. ²	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
United States, total.....	4,901	4,596	4,306	5,252	5,236	5,396	5,499	5,041	5,526	5,413	5,622	6,044	7,767	9,497	8,870	
Food group.....	2,211	2,087	1,986	2,363	2,058	2,178	2,314	2,097	2,251	2,184	2,200	2,300	2,439	4,298	4,029	
Grocery stores.....	2,138	2,016	1,908	2,281	1,975	2,096	2,236	2,019	2,174	2,110	2,125	2,225	2,354	4,154	3,871	
Eating and drinking places.....	135	130	120	135	137	144	150	149	156	148	150	149	153	265	253	
General merchandise group.....	1,235	1,147	1,057	1,380	1,531	1,567	1,529	1,373	1,614	1,601	1,694	1,953	2,973	2,382	2,205	
Department stores and dry goods, general merchandise stores.....	880	790	722	975	1,072	1,111	1,098	973	1,126	1,145	1,212	1,368	2,073	1,670	1,535	
Department stores.....	753	677	624	843	924	953	945	831	943	968	1,033	1,168	1,782	1,430	1,318	
Drug and proprietary stores.....	156	155	144	157	157	160	164	159	164	158	161	166	256	311	297	

¹ Final estimates.

² Preliminary estimates.

See Explanatory Material, page 14.

r Revised.

Note: United States and group totals include kinds of business not shown separately.

Revised Geographic Area Data

The data previously shown as Table 5--"Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Census Region," and as Table 6--"Percentage Change in Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Specified Standard Metropolitan Areas" have been omitted from this publication. Monthly retail sales data for Census regions and other geographic areas, covering all retail stores rather than only stores that are part of firms operating one to ten stores, will be shown for the first time in a supplementary publication to be released subsequently.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES --SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: FEBRUARY 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales			Area	Percentage change in sales		
	February 1963 from--		2 mos. 1963 from 2 mos. 1962		February 1963 from--		2 mos. 1963 from 2 mos. 1962
	February 1962	January 1963			February 1962	January 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+2	-14	+1
				New York City.....	-6	-17	-6
Akron, Ohio.....	+2	-14	+2	Newark, N. J.....	+3	-6	0
Albany-Schenectady-Troy, N. Y.....	+5	-24	+1	Norfolk-Portsmouth, Va.....	-3	-16	+2
Asheville, N. C.....	-3	-13	+3	Oklahoma City, Okla.....	-3	-8	+3
Atlanta, Ga.....	+1	-17	+7	Omaha, Nebr.....	+10	-2	+4
Augusta, Ga.....	-2	-21	+7	Peoria, Ill.....	+3	+1	+4
				Philadelphia, Pa.....	+5	+12	-4
Baltimore, Md.....	+1	-3	-1	Phoenix, Ariz.....	NA	NA	NA
Baton Rouge, La.....	-11	-22	0	Pittsburgh, Pa.....	-4	-15	-3
Binghamton, N. Y.....	+6	-1	+3	Portland, Oreg.....	+7	+1	+3
Birmingham, Ala.....	-8	-7	-4	Reading, Pa.....	+5	-10	+4
Boston, Mass.....	+11	-21	+7	Richmond, Va.....	-4	-15	0
				Rochester, N. Y.....	+6	-12	+5
				Sacramento, Calif.....	+14	-4	+10
Buffalo, N. Y.....	+6	-11	+7	St. Louis, Mo.....	-6	-14	-1
Canton, Ohio.....	-5	-6	-4	Salt Lake City, Utah.....	+7	-3	+9
Chattanooga, Tenn.....	-4	-6	-4	San Antonio, Tex.....	+1	-15	+7
Chicago, Ill.....	+3	-9	+5	San Bernardino, Calif.....	+6	NA	+7
Cincinnati, Ohio.....	+1	-16	+1	San Diego, Calif.....	+3	-12	+8
				Savannah, Ga.....	+2	-8	+5
Cleveland, Ohio.....	-7	-14	-5	Seattle, Wash.....	-3	-12	-2
Columbus, Ga.....	NA	NA	NA	Shreveport, La.....	-2	-20	+6
Columbus, Ohio.....	-3	-14	0	South Bend, Ind.....	+2	-13	+1
Corpus Christi, Tex.....	-5	-2	-2	Spokane, Wash.....	-1	+4	+1
Dallas, Tex.....	-1	-10	+2	Springfield, Mo.....	-4	-8	+3
				Springfield, Ohio.....	+12	-3	+7
Denver, Colo.....	+3	-9	+1	Syracuse, N. Y.....	+1	-13	0
Des Moines, Iowa.....	+10	-3	+7	Tacoma, Wash.....	+1	-6	+1
Detroit, Mich.....	+6	-5	+7	Tampa-St. Petersburg, Fla.....	+6	-3	+8
El Paso, Tex.....	+3	-9	+6	Toledo, Ohio.....	+6	-8	+6
Erie, Pa.....	-4	-12	-10	Trenton, N. J.....	+3	-3	+2
				Tulsa, Okla.....	0	-9	+5
Evansville, Ind.....	NA	NA	NA	Utica-Rome, N. Y.....	+8	-8	+5
Flint, Mich.....	+17	-8	+16	Waco, Tex.....	0	-5	+3
Fort Wayne, Ind.....	+2	-6	-1	Washington, D. C.....	+10	-11	+10
Fort Worth, Tex.....	NA	NA	NA	Wheeling, W. Va.....	+1	+2	+1
Grand Rapids, Mich.....	+2	-4	+1	Wichita, Kans.....	-2	-5	+3
				Worcester, Mass.....	+6	-15	+2
Houston, Tex.....	-1	-17	+1	Youngstown, Ohio.....	-7	+1	-9
Indianapolis, Ind.....	+4	-12	+3	CITIES			
Jacksonville, Fla.....	+4	-13	+11	Bridgeport, Conn.....	+5	-22	+2
Kansas City, Mo.....	+3	-5	+6	Bristol, Tenn.-Va.....	-15	-13	-9
Knoxville, Tenn.....	-12	-19	-6	Duluth, Minn.-Superior, Wis.....	+2	-9	-1
				Minneapolis, Minn.....	+2	-3	+5
Lancaster, Pa.....	+6	-12	+3	Oakland-Berkeley, Calif.....	+2	-16	+7
Lexington, Ky.....	-1	+6	-5	Portsmouth, Ohio.....	-8	+10	-8
Los Angeles-Long Beach, Calif.....	+9	-9	+8	Rome, Ga.....	-6	-13	+1
Louisville, Ky.....	+3	-2	+1	St. Paul, Minn.....	+3	-2	+1
Macon, Ga.....	-4	-18	+5	San Francisco, Calif.....	+3	-19	+3
				Springfield, Mass.....	NA	NA	NA
Memphis, Tenn.....	+1	-7	+4				
Miami, Fla.....	+6	-4	+6				
Milwaukee, Wis.....	+9	-12	-5				
Mobile, Ala.....	-6	-10	0				
New Orleans, La.....	-2	-13	+5				

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963		1962 ¹												Percentage change, February 1963 from--	
	Jan. ¹	Feb. ²	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1962	Jan. 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	13,474	12,740	12,007	12,135	12,678	12,868	13,010	12,948	13,045	13,156	13,390	13,557	14,299	+6	-5	
Durable-goods stores, total.....	5,892	5,714	5,530	5,609	5,864	5,948	6,088	6,153	6,213	6,148	6,245	6,203	6,241	+3	-3	
Nondurable-goods stores, total.....	7,582	7,026	6,477	6,526	6,814	6,920	6,922	6,795	6,832	7,008	7,145	7,354	8,058	+8	-7	
Food group.....	328	325	353	347	331	343	354	351	364	365	355	345	354	-8	-1	
Grocery stores.....	270	269	299	296	280	291	305	295	300	303	297	288	297	-10	0	
Eating and drinking places.....	87	87	60	65	65	64	64	58	60	57	70	76	96	+45	0	
General merchandise group.....	4,510	3,986	3,454	3,481	3,658	3,744	3,843	3,838	3,885	4,030	4,131	4,278	4,782	+15	-12	
Department stores and dry goods, general merchandise stores.....	3,489	3,034	2,644	2,647	2,769	2,856	2,941	2,940	2,961	3,080	3,183	3,278	3,720	+15	-13	
Department stores.....	3,104	2,682	2,379	2,380	2,479	2,559	2,638	2,634	2,642	2,758	2,847	2,934	3,340	+13	-14	
Mail order houses (department store mdse.)..	850	791	671	696	748	739	751	755	770	794	803	838	879	+18	-7	
Apparel group.....	998	914	919	905	932	898	873	821	828	893	926	930	1,090	-1	-8	
Women's ready-to-wear stores.....	453	419	406	419	437	414	386	363	367	402	420	429	509	+3	-8	
Furniture and appliance group.....	2,073	2,040	1,902	1,920	1,937	1,915	1,909	1,876	1,926	1,919	1,982	2,010	2,130	+7	-2	
Furniture, home furnishings stores.....	1,601	1,577	1,442	1,463	1,463	1,442	1,429	1,410	1,460	1,468	1,500	1,535	1,636	+9	-2	
Furniture stores.....	1,454	1,432	1,309	1,330	1,317	1,303	1,290	1,274	1,321	1,316	1,332	1,367	1,481	+9	-2	
Household appliance, TV, radio stores.....	472	463	460	457	474	473	480	466	466	451	482	475	494	+1	-2	
Household appliance dealers.....	408	406	410	405	410	415	427	419	412	400	421	419	432	-1	-1	
Lumber, building, hardware, farm equip. group.	1,619	1,555	1,571	1,605	1,746	1,830	1,890	1,989	2,001	1,982	1,995	1,936	1,747	-1	-4	
Lumber yards, building materials dealers...	1,177	1,114	1,121	1,123	1,242	1,292	1,320	1,395	1,426	1,421	1,445	1,438	1,265	-1	-5	
Lumber yards.....	878	828	828	824	917	967	1,002	1,063	1,077	1,067	1,066	1,059	951	0	-6	
Automotive group.....	1,329	1,294	1,307	1,327	1,409	1,452	1,483	1,478	1,462	1,418	1,470	1,421	1,432	-1	-3	
Passenger car dealers.....	877	854	883	894	965	985	990	976	967	935	986	933	939	-3	-3	
Passenger car dealers (franchised).....	821	796	807	822	879	903	913	907	895	867	916	864	872	-1	-3	
Tire, battery, accessory dealers.....	422	410	393	403	414	438	461	463	456	448	443	447	459	+4	-3	
Gasoline service stations.....	431	425	423	437	437	447	462	459	457	441	456	455	420	0	-1	
Other retail stores.....	2,099	2,114	2,018	2,048	2,163	2,175	2,132	2,078	2,062	2,051	2,005	2,106	2,248	+5	+1	
CHARGE ACCOUNTS																
United States, total.....	6,842	6,608	6,541	6,562	6,901	7,008	7,008	6,898	6,973	6,977	7,153	7,223	7,441	+1	-3	
Durable-goods stores, total.....	3,076	2,972	2,912	2,994	3,197	3,278	3,377	3,422	3,489	3,434	3,578	3,488	3,312	+2	-3	
Nondurable-goods stores, total.....	3,766	3,636	3,629	3,568	3,704	3,730	3,631	3,476	3,484	3,543	3,575	3,735	4,129	0	-3	
Food group.....	321	316	336	330	327	331	340	344	356	357	347	338	346	-6	+2	
General merchandise group.....	1,034	916	930	856	867	890	881	834	845	877	881	958	1,185	-2	-11	
Department stores and dry goods, general merchandise stores.....	942	826	841	767	776	794	781	737	741	771	787	856	1,087	-2	-12	
Department stores.....	820	709	745	676	673	694	684	644	647	680	692	760	970	-5	-14	
Apparel group.....	727	652	678	678	699	657	639	589	593	656	677	696	827	-4	-10	
Furniture and appliance group.....	630	623	579	612	613	559	581	560	582	588	630	616	650	+8	-1	
Furniture, home furnishings stores.....	477	478	422	452	455	409	423	409	437	451	468	455	477	+13	0	
Lumber, building, hardware, farm equip. group.	1,430	1,376	1,385	1,398	1,547	1,631	1,698	1,782	1,803	1,784	1,810	1,745	1,553	-1	-4	
Lumber yards, building materials dealers...	1,109	1,046	1,058	1,060	1,184	1,231	1,269	1,333	1,367	1,360	1,386	1,378	1,204	-1	-6	
Lumber yards.....	823	771	780	777	875	922	966	1,017	1,033	1,022	1,023	1,014	903	-1	-6	
Automotive group.....	745	728	728	751	791	832	828	824	830	800	854	820	796	0	-2	
Passenger car dealers (franchised).....	540	530	541	546	575	604	599	585	592	566	607	578	554	-2	-2	
Gasoline service stations.....	419	415	408	423	421	432	446	442	446	429	445	445	409	+2	-1	
INSTALLMENT ACCOUNTS																
United States, total.....	6,632	6,132	5,466	5,573	5,777	5,860	6,002	6,050	6,072	6,179	6,237	6,334	6,858	+12	-8	
Durable-goods stores, total.....	2,816	2,742	2,618	2,615	2,667	2,670	2,711	2,731	2,724	2,714	2,667	2,715	2,929	+5	-3	
Nondurable-goods stores, total.....	3,816	3,390	2,848	2,958	3,110	3,190	3,291	3,319	3,348	3,465	3,570	3,619	3,929	+19	-11	
General merchandise group.....	3,476	3,070	2,524	2,625	2,791	2,854	2,962	3,004	3,040	3,153	3,250	3,320	3,597	+22	-12	
Department stores and dry goods, general merchandise stores.....	2,547	2,208	1,803	1,880	1,993	2,062	2,160	2,203	2,220	2,309	2,396	2,422	2,633	+22	-13	
Department stores.....	2,284	1,973	1,634	1,704	1,806	1,865	1,954	1,990	1,995	2,078	2,155	2,174	2,370	+21	-14	
Apparel group.....	271	262	241	227	233	241	234	232	235	237	249	234	263	+9	-3	
Furniture and appliance group.....	1,443	1,417	1,323	1,308	1,324	1,356	1,328	1,316	1,344	1,331	1,352	1,394	1,480	+7	-2	
Furniture, home furnishings stores.....	1,124	1,099	1,020	1,011	1,008	1,033	1,006	1,001	1,023	1,017	1,032	1,080	1,159	+8	-2	
Household appliance, TV, radio stores.....	319	318	303	297	316	323	322	316	321	314	320	314	321	+5	0	
Lumber, building, hardware, farm equip. group.	189	179	186	207	199	199	192	209	198	198	185	191	194	-4	-5	
Automotive group.....	584	566	579	576	618	620	655	654	632	618	616	601	636	-2	-3	
Tire, battery, accessory dealers.....	254	252	260	239	243	253	273	270	269	262	254	259	266	-3	-1	

¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 15.

³ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963		1962 ¹												Percentage change, February 1963 from--	
	Jan. ¹	Feb. ²	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1962	Jan. 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	4,688	4,201	3,619	3,691	3,846	3,936	4,061	4,119	4,178	4,308	4,421	4,524	4,894	+16	-10	
Durable-goods stores, total.....	1,126	1,086	1,043	1,050	1,076	1,074	1,094	1,126	1,131	1,136	1,136	1,151	1,155	+4	-4	
Nondurable-goods stores, total.....	3,562	3,115	2,576	2,641	2,770	2,862	2,967	2,993	3,047	3,172	3,285	3,373	3,739	+21	-13	
General merchandise group.....	3,162	2,737	2,206	2,268	2,401	2,490	2,600	2,635	2,700	2,823	2,914	3,000	3,316	+24	-14	
Department stores and dry goods, general merchandise stores.....	2,507	2,143	1,740	1,781	1,886	1,961	2,052	2,083	2,122	2,225	2,311	2,365	2,633	+23	-15	
Department stores.....	2,249	1,916	1,592	1,923	1,713	1,775	1,858	1,883	1,911	2,005	2,083	2,128	2,382	+20	-15	
Apparel group.....	234	211	205	202	205	205	202	194	190	194	203	205	251	+3	-10	
Furniture and appliance group.....	339	331	323	317	320	321	322	327	328	326	335	339	350	+2	-2	
Tire, battery, accessory dealers.....	264	259	248	249	252	260	279	285	279	278	271	271	280	+4	-2	
CHARGE ACCOUNTS																
United States, total.....	972	890	842	849	874	876	875	866	872	900	934	960	1,067	+6	-8	
Durable-goods stores, total.....	277	265	239	274	295	290	297	315	311	319	331	324	304	+11	-4	
Nondurable-goods stores, total.....	695	625	603	575	579	586	578	551	561	581	603	636	763	+4	-10	
General merchandise group.....	429	374	360	330	327	337	333	312	328	348	353	384	481	+4	-13	
Department stores and dry goods, general merchandise stores.....	392	338	330	299	294	305	298	279	287	307	316	347	440	+2	-14	
Department stores.....	358	306	313	282	276	285	278	260	267	287	295	325	419	-2	-15	
Apparel group.....	113	94	105	101	103	101	99	95	90	92	96	97	124	-10	-17	
Furniture and appliance group.....	39	39	34	31	37	34	35	41	38	39	42	43	48	+15	0	
INSTALLMENT ACCOUNTS																
United States, total.....	3,716	3,311	2,777	2,842	2,972	3,060	3,186	3,253	3,306	3,408	3,487	3,564	3,827	+19	-11	
Durable-goods stores, total.....	849	821	804	776	781	784	797	811	820	817	805	827	851	+2	-3	
Nondurable-goods stores, total.....	2,867	2,490	1,973	2,066	2,191	2,276	2,389	2,442	2,486	2,591	2,682	2,737	2,976	+26	-13	
General merchandise group.....	2,733	2,363	1,846	1,938	2,074	2,153	2,267	2,323	2,372	2,475	2,561	2,616	2,835	+28	-14	
Department stores and dry goods, general merchandise stores.....	2,115	1,805	1,410	1,482	1,592	1,656	1,754	1,804	1,835	1,918	1,995	2,018	2,193	+28	-15	
Department stores.....	1,891	1,610	1,279	1,341	1,437	1,490	1,580	1,623	1,644	1,718	1,788	1,803	1,963	+26	-15	
Apparel group.....	121	117	99	101	102	104	103	99	100	102	107	108	127	+18	-3	
Furniture and appliance group.....	300	292	289	286	283	287	287	286	290	287	293	296	302	+1	-3	

¹ Final estimates.

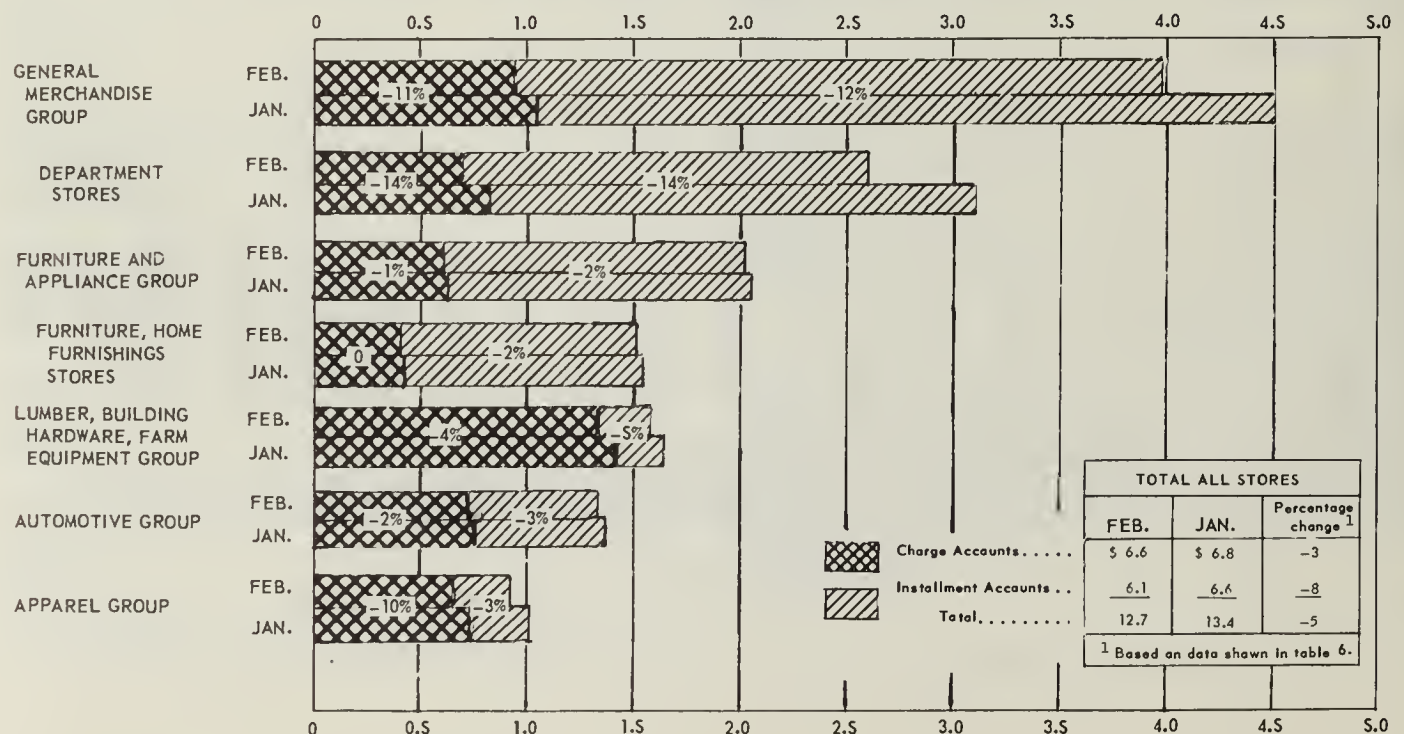
² Preliminary estimates.

See Explanatory Material, page 15.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES BY SELECTED KINDS OF BUSINESS—JANUARY AND FEBRUARY 1963

(Billions of dollars)



NOTE: February data are based on preliminary estimates while January data are based on final estimates.

BUREAU OF THE CENSUS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

¹ Sampling error is less than 0.1 percent.

The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
Furriers, fur shops.....	5.1-19.5	14.9	Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4	Luggage, leather goods stores.....	3.6-NA	21.2
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and are, therefore, subject to sampling variability. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error

for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample. Estimates revised in similar fashion are not available for months prior to January 1960. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet

entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores— Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability

(see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores. For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D.C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

FIRST CLASS MAIL



FOR RELEASE
MAY 7, 1963

BR-63-3

Retail Sales and End-of-Month Accounts Receivable: March 1963

SALES

Total sales of all retail stores in the United States during March 1963 were estimated at \$19.7 billion, 15 percent above sales for February 1963, and 4 percent higher than March 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, March 1963 sales amounted to \$20.4 billion, virtually unchanged from February 1963 and 6 percent higher than March a year ago. Adjusted sales of durable-goods stores in March 1963 increased 1 percent from February 1963, and were 7 percent above March 1962. Adjusted sales of nondurable goods stores were unchanged from February 1963, and 5 percent above the March 1962 level.

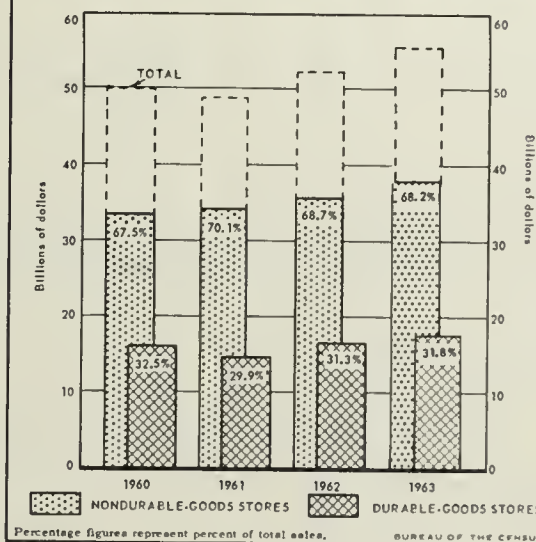
Based on adjusted data, the lumber, building, hardware, farm equipment group was the only major group in the durable-goods stores category showing a month-to-month increase (+3%). In the nondurable-goods stores category, month-to-month sales increases were shown for eating and drinking places (+1%) and the general merchandise group (+5%). Sales for the food group decreased 1 percent.

A comparison of adjusted sales for March 1963 with those for the same month a year ago, shows that all major kinds of business groups increased over last year with the exception of the apparel group which decreased 1 percent. In the nondurable-goods category, sales for the general merchandise group were up 9 percent followed by eating and drinking places (+5%), and the food group and drug and proprietary stores (+3% each). The furniture and appliance group led durable-goods stores with an increase of 7 percent, followed by the lumber, building, hardware, farm equipment group and the automotive group with 6 percent each.

Cumulative sales of all retail stores for the first three months of 1963 amounted to \$55.1 billion or 6 percent above the \$52.1 billion reported for the same period in 1962. On an adjusted basis all major kinds of business groups showed sales increases, with the automotive group reporting a cumulative sales increase of 10 percent, followed by the general merchandise group (+9%).

SALES OF ALL RETAIL STORES— FIRST THREE MONTHS-1960 THROUGH 1963

[Not adjusted for seasonal variations or trading day differences]



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$12.9 billion in total accounts receivable balances owed by customers as of March 31, 1963. This amount was 6 percent more than \$12.1 billion reported as of March 31, 1962, and about 1 percent higher than the \$12.7 billion outstanding at the end of February 1963. The increase in total credit balances from the March 1962 level, based on data not adjusted for seasonal variations, reflected an 11 percent increase in installment account balances and a 1 percent increase in charge account balances. Compared with February 1963 charge and installment balances showed increases of 1 percent each.

Total receivable balances of durable-goods stores as of March 31, 1963 were 2 percent higher than balances for the previous month, and 3 percent higher than those outstanding at the end of March 1962. Nondurable-goods stores reported a 1 percent increase in total credit outstanding from the February 28, 1963 total, and a 9 percent increase over the total for the end of March a year ago.

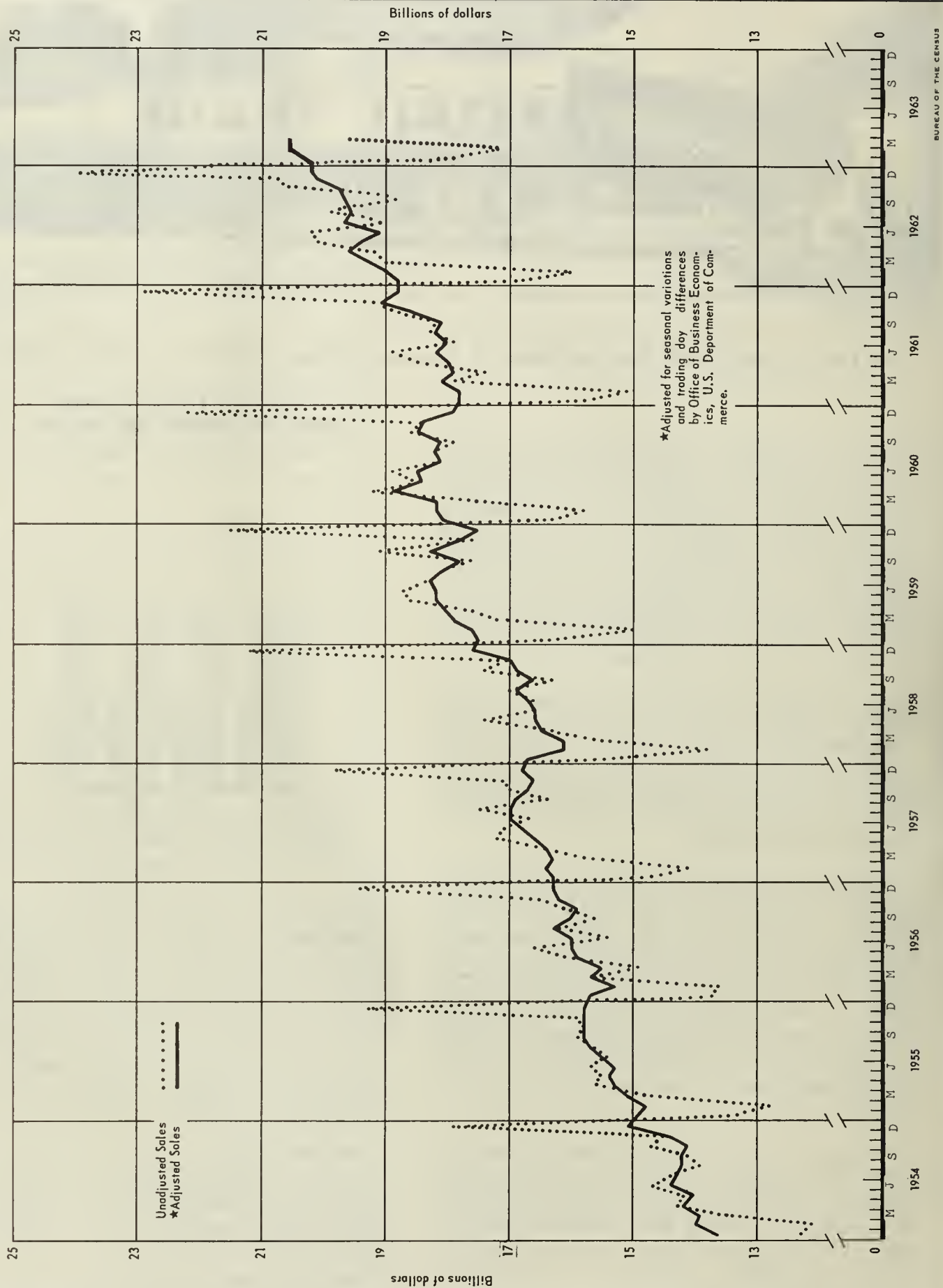


Table 1. ESTIMATED MONTHLY RETAIL SALES—UNITED STATES, BY KIND OF BUSINESS: MARCH 1963

(Millions of dollars)

Kind of business	1963			1962 ¹										Total 3 months	
	Jan.	Feb. ¹	Mar. ²	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,714	19,036	19,251	20,226	20,254	19,138	19,920	18,863	20,576	20,911	24,127	55,062	52,085
Durable-goods stores, total.....	5,695	5,432	6,394	6,139	6,284	6,828	6,786	6,330	6,321	5,604	6,988	6,742	6,766	17,521	16,293
Nondurable-goods stores, total.....	12,566	11,655	13,320	12,897	12,967	13,398	13,468	12,808	13,599	13,259	13,588	14,169	17,361	37,541	35,792
Food group.....	4,738	4,467	5,004	4,971	4,520	4,791	5,033	4,733	4,997	4,823	4,803	4,917	5,237	14,209	13,755
Grocery stores.....	4,303	4,048	4,551	4,522	4,073	4,326	4,563	4,267	4,521	4,369	4,350	4,456	4,732	12,902	12,467
Meat markets.....	124	120	128	126	120	128	127	122	125	121	124	127	134	372	364
Bakery products stores.....	90	83	92	90	86	85	88	84	89	90	95	97	102	265	257
Eating and drinking places.....	1,334	1,254	1,425	1,336	1,371	1,486	1,537	1,566	1,630	1,513	1,485	1,445	1,479	4,013	3,793
Eating places.....	920	859	982	917	955	1,041	1,086	1,106	1,152	1,062	1,030	994	1,010	2,761	2,587
Restaurants, cafeterias, lunchrooms.....	775	726	822	764	779	836	867	884	928	868	849	825	843	2,323	2,174
Drinking places.....	414	395	443	419	416	445	451	460	478	451	455	451	469	1,252	1,206
General merchandise group.....	1,756	1,627	2,092	1,966	2,152	2,201	2,141	1,926	2,241	2,232	2,372	2,711	4,119	5,475	5,111
Department stores and dry goods, general															
merchandise stores.....	1,260	1,134	1,581	1,399	1,530	1,574	1,539	1,365	1,584	1,613	1,724	1,959	2,972	3,975	3,607
Department stores.....	1,005	902	1,210	1,146	1,248	1,282	1,262	1,106	1,266	1,303	1,377	1,575	2,422	3,117	2,941
Variety stores.....	259	274	322	324	363	351	352	323	367	352	360	400	751	855	838
Mail order houses (department store															
merchandise).....	139	130	159	145	156	163	137	131	180	165	183	245	267	428	397
Apparel group.....	986	826	1,074	1,063	1,307	1,183	1,121	971	1,096	1,193	1,214	1,320	2,127	2,886	2,806
Men's, boys' wear stores.....	204	160	179	186	221	221	233	185	192	206	226	258	467	543	531
Men's, boys' clothing, furnishings stores.....	197	155	173	182	217	217	229	180	187	199	217	250	456	525	518
Women's apparel, accessory stores.....	377	326	427	418	496	463	407	368	414	455	468	513	801	1,130	1,091
Women's ready-to-wear stores.....	329	286	383	363	431	403	356	322	363	405	413	450	698	998	941
Family clothing stores.....	190	157	212	217	262	239	228	194	216	232	248	280	465	559	556
Shoe stores.....	169	147	204	196	270	214	212	182	215	236	212	209	305	520	507
Furniture and appliance group.....	830	781	834	814	789	876	894	873	948	916	962	1,020	1,216	2,445	2,320
Furniture, home furnishings stores.....	517	502	541	532	529	577	580	573	625	598	627	658	745	1,560	1,485
Furniture stores.....	374	356	384	373	368	423	425	429	472	448	462	478	563	1,114	1,058
Household appliance, TV, radio stores.....	313	279	293	282	260	299	314	300	323	318	335	362	471	885	835
Household appliance dealers.....	228	201	211	213	202	239	252	242	253	245	250	270	346	640	630
Lumber, building, hardware, farm equipment															
group.....	921	886	1,130	1,105	1,287	1,428	1,434	1,397	1,435	1,343	1,420	1,271	1,190	2,937	2,863
Lumber yards, building materials dealers.....	520	493	605	623	728	814	829	850	874	782	846	760	609	1,618	1,646
Lumber yards.....	347	324	398	389	467	535	558	572	595	522	560	500	398	1,069	1,031
Hardware stores.....	175	156	189	193	222	249	239	220	222	217	222	216	312	520	509
Automotive group.....	3,487	3,309	3,934	3,780	3,763	4,026	3,944	3,567	3,421	2,808	4,082	3,869	3,434	10,730	9,880
Passenger car, other automotive dealers.....	3,309	3,148	3,738	3,579	3,544	3,786	3,697	3,334	3,194	2,599	3,850	3,641	3,139	10,195	9,342
Passenger car dealers.....	3,215	3,043	3,613	3,477	3,421	3,648	3,532	3,177	3,062	2,495	3,736	3,542	3,053	9,871	9,082
Passenger car dealers (franchised).....	2,921	2,753	3,296	3,143	3,078	3,292	3,174	2,838	2,716	2,199	3,404	3,229	2,784	8,970	8,262
Tire, battery, accessory dealers.....	178	161	196	201	219	240	247	233	227	209	232	228	295	535	538
Gasoline service stations.....	1,540	1,395	1,531	1,487	1,511	1,577	1,623	1,647	1,662	1,564	1,604	1,561	1,629	4,466	4,267
Other retail stores.....	2,669	2,542	2,690	2,514	2,551	2,658	2,527	2,458	2,490	2,471	2,634	2,797	3,696	7,901	7,290
Drug and proprietary stores.....	649	641	667	657	643	669	667	646	658	632	647	660	880	1,957	1,930
Drug stores.....	630	623	648	636	622	647	642	619	632	606	623	636	848	1,901	1,867
Liquor stores.....	409	386	436	408	402	424	435	437	461	436	447	488	700	1,231	1,171
Data ADJUSTED for seasonal variations and trading day differences ⁷															
United States, total.....	20,247	20,350	20,424	19,328	19,673	19,508	19,163	19,761	19,645	19,693	19,821	20,230	20,203	61,021	57,253
Durable-goods stores, total.....	6,477	6,583	6,636	6,180	6,332	6,169	6,029	6,378	6,128	6,125	6,481	6,523	6,453	19,696	18,077
Nondurable-goods stores, total.....	13,770	13,767	13,788	13,148	13,341	13,339	13,134	13,383	13,517	13,568	13,340	13,707	13,750	41,325	39,176
Food group.....	4,943	4,897	4,835	4,680	4,787	4,801	4,722	4,835	4,856	4,915	4,846	4,813	4,928	14,675	14,096
Grocery stores.....	4,485	4,439	4,437	4,237	4,318	4,335	4,269	4,368	4,391	4,453	4,390	4,360	4,474	13,303	12,753
Eating and drinking places.....	1,463	1,502	1,516	1,441	1,426	1,444	1,464	1,404	1,461	1,454	1,443	1,486	1,465	4,481	4,242
General merchandise group.....	2,320	2,319	2,440	2,246	2,248	2,263	2,193	2,283	2,294	2,332	2,229	2,393	2,340	7,079	6,517
Department stores.....	1,336	1,334	1,430	1,323	1,303	1,315	1,294	1,340	1,303	1,362	1,254	1,355	1,389	4,100	3,796
Variety stores.....	373	378	379	380	379	376	357	374	381	368	371	392	356	1,130	1,106
Mail order houses (department store mdes.)..	177	172	183	162	171	167	160	167	181	182	163	177	167	532	484
Apparel group.....	1,220	1,214	1,202	1,217	1,207	1,196	1,114	1,200	1,224	1,203	1,160	1,231	1,219	3,636	3,572
Men's, boys' wear stores.....	230	236	223	232	231	236	208	229	237	236	225	231	231	689	674
Women's apparel, accessory stores.....	461	461	464	464	450	451	431	462	463	467	442	483	467	1,386	1,349
Shoe stores.....	215	216	219	215	222	205	198	208	223	208	211	217	222	650	646
Furniture and appliances group.....	941	951	950	888	888	876	861	908	909	951	891	924	949	2,842	2,652
Furniture, home furnishings stores.....	600	611	611	576	582	562	565	604	595	625	574	585	603	1,822	1,703
Household appliances, TV, radio stores.....	341	340	339	312	306	314	296	304	314	326	317	339	346	1,020	949
Lumber, building, hardware, farm equipment															
group.....	1,266	1,261	1,304	1,225	1,273	1,257	1,212	1,269	1,261	1,251	1,237	1,300	1,308	3,831	3,690
Lumber yards, building materials dealers.....	714	710	731	715	753	728	713	763	736	710	718	744	708	2,155	2,151
Hardware stores.....	227	216	223	222	219	218	210	215	215	223	209	217	247	666	645
Automotive group.....	3,726	3,792	3,786	3,557	3,646	3,520	3,436	3,658	3,423	3,372	3,832	3,760	3,662	11,304	10,266
Passenger car, other automotive dealers.....	3,502	3,570	3,555	3,329	3,422	3,297	3,220	3,446	3,218	3,149	3,610	3,533	3,418	10,627	9,593
Tire, battery, accessory dealers.....	224	222	231	228	224	223	216	212	205	223	222	227	244	677	673
Gasoline service stations.....	1,639	1,608	1,594	1,552	1,547	1,533	1,553	1,525	1,546	1,566	1,566	1,566	1,605	4,841	4,634
Drug and proprietary stores.....	663	688	679	658	675	677	680	674	673	651	648	690	686	2,030	1,978
Liquor stores.....	460	459	469	422	459	448	433	448	471	436	456	473	448	1,388	1,314

¹ Final estimates.² Preliminary estimates. } See Explanatory Material, page 14.³ Includes men's, boys' clothing, furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.⁷ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: MARCH 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	March 1963 from--		3 mos. 1963 from		March 1963 from--		3 mos. 1963 from
	Mar. 1962	Feb. 1963	3 mos. 1962		Mar. 1962	Feb. 1963	3 mos. 1962

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+4	+15	+6	Furniture and appliance group.....	+2	+7	+5
Durable-goods stores, total.....	+4	+18	+8	Furniture stores.....	+3	+8	+5
Nondurable-goods stores, total.....	+3	+14	+5	Floor coverings stores*.....	+4	+13	+10
Food group.....	+1	+12	+3	Household appliance, TV, radio			
Grocery stores.....	+1	+12	+3	stores.....	+4	+5	+6
Meat markets.....	+2	+7	+2	Household appliance stores.....	-1	+5	+2
Fruit stores, vegetable markets*.....	+18	+18	+8	TV, radio stores*.....	+17	+4	+21
Candy, nut, confectionery stores*.....	-7	-7	-3	Lumber, building, hardware, farm			
Bakery products stores.....	+2	+11	+3	equipment group.....	+2	+28	+3
Delicatessen stores*.....	0	+9	0	Lumber, building materials dealers...	-3	+23	-2
Eating and drinking places.....	+7	+14	+6	Lumber yards.....	+2	+23	+4
Eating places.....	+7	+14	+7	Paint, glass, wallpaper stores*.....	+11	+26	+4
Restaurants, cafeterias, lunch-				Heating and plumbing equipment			
rooms.....	+8	+13	+7	dealers*.....	-29	+10	-28
Drinking places.....	+6	+12	+4	Hardware stores.....	-2	+21	+2
General merchandise group.....	+6	+29	+7	Farm equipment dealers*.....	+16	+42	+12
Department stores and dry goods,				Automotive group.....	+4	+19	+9
general merchandise stores.....	+13	+39	+10	Passenger car dealers.....	+4	+19	+9
Department stores.....	+6	+34	+6	Passenger car dlrs. (franchised)....	+5	+20	+9
Variety stores.....	-1	+18	+2	Tire, battery, accessory dealers.....	-2	+22	-1
Mail order houses (department				Gasoline service stations.....	+3	+10	+5
store merchandise).....	+10	+22	+8	Fuel, fuel oil dealers*.....	+1	-21	+11
Apparel group.....	+1	+30	+3	Fuel dealers, except fuel oil*.....	-6	-23	+8
Men's, boys' clothing, furnishings				Fuel oil dealers*.....	+6	-19	+13
stores.....	-5	+12	+1	Drug and proprietary stores.....	+2	+4	+1
Men's, boys' clothing stores*.....	-4	+11	+4	Drug stores.....	+2	+4	+2
Men's, boys' furnishings stores*.....	-9	+10	-8	Liquor stores.....	+7	+13	+5
Women's ready-to-wear stores.....	+6	+34	+6	Jewelry stores*.....	+5	+13	+10
Family clothing stores.....	-2	+35	+1	Florists*.....	+15	+15	+10
Women's apparel, accessory,				Book stores*.....	+14	-18	+23
specialty stores*.....	-16	+19	-6	Stationery stores*.....	+18	+4	+18
Shoe stores.....	+4	+39	+3	Music stores.....	+20	+10	+15
Furriers, fur shops*.....	-36	-22	-28	Camera, photographic supply stores*....	+42	+8	+31
				Luggage, leather goods stores*.....	0	0	-8
				Optical goods stores*.....	+7	+7	+13
				Typewriter stores*.....	+23	0	+40

Based on data ADJUSTED for seasonal variations and trading day differences¹

United States, total.....	+6	0	+7	Furniture and appliance group.....	+7	0	+7
Durable-goods stores, total.....	+7	+1	+9	Furniture, home furnishings stores...	+6	0	+7
Nondurable-goods, stores, total.....	+5	0	+5	Household appliance, TV, radio stores.	+9	0	+7
Food group.....	+3	-1	+4	Lumber, building, hardware, farm			
Grocery stores.....	+3	-1	+4	equipment group.....	+6	+3	+4
Eating and drinking places.....	+5	+1	+6	Lumber, building, materials dealers..	+2	+3	0
General merchandise group.....	+9	+5	+9	Hardware stores.....	0	+3	+3
Department stores.....	+8	+7	+8	Automotive group.....	+6	0	+10
Variety stores.....	0	0	+2	Passenger car and other automotive			
Mail order houses (department store				dealers.....	+7	0	+11
merchandise).....	+13	+6	+10	Tire, battery, accessory dealers.....	+1	+4	+1
Apparel group.....	-1	-1	+2	Gasoline service stations.....	+3	-1	+4
Men's, boys' wear stores.....	-4	-6	+2	Drug and proprietary stores.....	+3	-1	+3
Women's apparel, accessory stores.....	0	+1	+3	Liquor stores.....	+11	+2	+6
Shoe stores.....	+2	+1	+1				

* See Explanatory Material, page 15.

¹ Adjusted data based on adjustment factors as developed by Office of Business Economics, U. S. Department of Commerce.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MARCH 1963

(Millions of dollars)

Kind of business	1963			1962										Total 3 months	
	Jan.	Feb.	Mar.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,075	3,826	4,579	4,508	4,464	4,594	4,698	4,269	4,670	4,559	4,692	5,056	6,527	12,480	12,047
Durable-goods stores, total.....	283	272	324	326	335	368	368	362	378	356	392	395	468	879	849
Nondurable-goods stores, total.....	3,792	3,554	4,255	4,182	4,129	4,226	4,330	3,907	4,292	4,203	4,300	4,661	6,059	11,601	11,198
Food group.....	1,951	1,842	2,119	2,152	1,863	1,964	2,096	1,873	2,015	1,946	1,943	2,053	2,165	5,912	5,777
Grocery stores ¹	1,897	1,790	2,067	2,100	1,805	1,908	2,041	1,818	1,960	1,893	1,890	2,000	2,103	5,754	5,628
Eating and drinking places.....	91	89	102	98	98	104	106	105	106	101	103	99	101	282	279
General merchandise group.....	1,120	1,035	1,337	1,253	1,398	1,424	1,402	1,262	1,459	1,436	1,519	1,734	2,664	3,492	3,270
Department stores and dry goods, general merchandise stores.....	792	708	958	889	984	1,012	1,002	887	1,008	1,019	1,077	1,214	1,849	2,458	2,293
Department stores.....	689	618	837	775	858	883	875	770	870	885	939	1,062	1,617	2,144	1,993
Variety stores.....	191	204	241	241	277	268	271	248	285	271	279	307	578	636	620
Apparel group.....	232	202	283	273	361	315	299	250	291	318	314	346	546	717	695
Men's, boys' wear stores ²	24	19	25	25	32	29	30	22	23	25	30	35	58	68	67
Women's apparel, accessory stores ³	93	82	116	108	139	128	116	100	115	125	124	143	228	291	272
Women's ready-to-wear stores.....	86	76	107	99	126	116	105	91	106	115	114	132	209	269	248
Shoe stores.....	70	64	87	82	118	97	95	79	96	105	93	93	142	221	216
Furniture and appliance group.....	72	71	85	83	82	88	84	85	90	89	101	104	119	228	228
Tire, battery, accessory dealers.....	69	62	77	80	87	100	101	96	91	86	92	92	126	208	216
Other retail stores.....	364	362	389	382	374	387	395	383	395	386	407	431	604	1,115	1,059
Drug and proprietary stores.....	129	128	135	130	130	132	135	129	131	129	132	137	213	392	372
Liquor stores.....	85	84	96	91	86	90	94	92	96	91	98	106	169	265	253

Data ADJUSTED for seasonal variations and trading day differences⁴

United States, total.....	4,731	4,732	4,821	4,653	4,582	4,591	4,523	4,635	4,670	4,691	4,610	4,743	4,741	14,284	13,677
Grocery stores ¹	1,965	1,951	1,927	1,903	1,921	1,906	1,899	1,913	1,921	1,936	1,940	1,937	1,965	5,843	5,658
Eating and drinking places.....	98	101	104	100	100	102	102	99	99	99	100	102	101	303	300
General merchandise group.....	1,505	1,510	1,622	1,511	1,414	1,451	1,420	1,472	1,487	1,496	1,428	1,523	1,503	4,637	4,326
Department stores.....	923	922	1,017	941	852	878	870	896	886	916	863	929	962	2,862	2,647
Variety stores.....	280	284	287	288	283	287	275	287	302	284	288	302	269	851	828
Apparel group.....	315	319	318	311	302	311	291	314	330	313	305	320	309	952	938
Men's, boys' wear stores ²	27	31	31	31	29	30	28	30	32	30	29	29	28	89	90
Women's apparel, accessory stores ³	130	131	132	124	119	122	117	125	127	129	121	130	125	393	375
Shoe stores.....	95	97	97	95	92	93	86	92	98	93	95	97	93	289	287
Tire, battery, accessory dealers.....	88	86	91	91	89	89	87	89	86	93	90	94	98	265	271
Drug and proprietary stores.....	138	146	139	133	138	134	136	134	135	135	136	142	142	423	401

¹ Based on weekly sales figures converted to calendar month totals. For March 1963, weekly sales (in millions of dollars) were as follows: For week ending March 2 = 461; March 9 = 455; March 16 = 449; March 23 = 449; March 30 = 447.

r Revised.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁴ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MARCH 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963			1962 ¹										Total 3 months	
	Jan.	Feb. ¹	Mar. ²	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
United States, total.....	4,901	4,592	5,471	5,252	5,236	5,396	5,499	5,041	5,526	5,413	5,622	6,044	7,767	14,964	14,122
Food group.....	2,211	2,087	2,386	2,363	2,058	2,178	2,314	2,097	2,251	2,184	2,200	2,300	2,439	6,684	6,392
Grocery stores.....	2,138	2,016	2,313	2,281	1,975	2,096	2,236	2,019	2,217	2,110	2,125	2,225	2,334	6,467	6,152
Eating and drinking places.....	135	129	147	135	137	144	150	149	156	148	150	149	153	411	388
General merchandise group.....	1,235	1,148	1,483	1,380	1,531	1,567	1,529	1,373	1,614	1,601	1,694	1,953	2,973	3,866	3,585
Department stores and dry goods, general merchandise stores.....	880	792	1,069	975	1,072	1,111	1,098	973	1,126	1,145	1,212	1,368	2,073	2,741	2,510
Department stores.....	753	679	919	843	924	953	945	831	943	968	1,033	1,168	1,782	2,351	2,161
Drug and proprietary stores.....	156	154	162	157	157	160	164	159	164	158	161	166	256	472	454

¹ Final estimates.

² Preliminary estimates.

See Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Revised Geographic Area Data

The data previously shown as Table 5--"Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Census Region," and as Table 6--"Percentage Change in Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Specified Standard Metropolitan Areas" have been omitted from this publication. Monthly retail sales data for Census regions and other geographic areas, covering all retail stores rather than only stores that are part of firms operating one to ten stores, will be shown for the first time in a supplementary publication to be released subsequently.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: MARCH 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales			Area	Percentage change in sales		
	March 1963 from--		3 mos. 1963 from 3 mos. 1962		March 1963 from--		3 mos. 1963 from 3 mos. 1962
	March 1962	February 1963			March 1962	February 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	-2	NA	0
Akron, Ohio.....	-2	+15	+1	New York City.....	-9	+26	-7
Albany-Schenectady-Troy, N. Y.....	-7	+45	-3	Newark, N. J.....	+2	NA	+1
Asheville, N. C.....	+14	+3	+6	Norfolk-Portsmouth, Va.....	+5	+45	+3
Atlanta, Ga.....	NA	NA	NA	Oklahoma City, Okla.....	+1	+42	+2
Augusta, Ga.....	NA	NA	NA	Omaha, Nebr.....	+3	+28	+4
Baltimore, Md.....	+4	+34	+1	Peoria, Ill.....	0	+39	+2
Baton Rouge, La.....	+24	+82	+10	Philadelphia, Pa.....	+5	+20	-2
Binghamton, N. Y.....	-4	+32	0	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	-2	+53	-3	Pittsburgh, Pa.....	+2	+39	-1
Boston, Mass.....	-1	+29	+4	Portland, Oreg.....	-1	+15	+1
Buffalo, N. Y.....	+5	+38	+6	Reading, Pa.....	+2	+35	+2
Canton, Ohio.....	+6	+26	0	Richmond, Va.....	+8	+47	+3
Chattanooga, Tenn.....	+6	+49	0	Rochester, N. Y.....	+4	+31	+5
Chicago, Ill.....	+2	+36	+4	Sacramento, Calif.....	+1	+16	+7
Cincinnati, Ohio.....	+1	+30	+1	St. Louis, Mo.....	-6	+28	-3
Cleveland, Ohio.....	-5	+28	-5	Salt Lake City, Utah.....	+1	+29	+6
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+8	+38	+7
Columbus, Ohio.....	+5	+36	+5	San Bernardino, Calif.....	+5	+18	+6
Corpus Christi, Tex.....	+3	+25	0	San Diego, Calif.....	+2	+12	+6
Dallas, Tex.....	+2	+30	+2	Savannah, Ga.....	+11	+40	+8
Denver, Colo.....	+3	+27	+2	Seattle, Wash.....	-7	+27	-4
Des Moines, Iowa.....	+5	+26	+6	Shreveport, La.....	+7	+50	+6
Detroit, Mich.....	+1	+26	+4	South Bend, Ind.....	-5	+32	-1
El Paso, Tex.....	-7	+22	+3	Spokane, Wash.....	-1	+9	0
Erie, Pa.....	+9	+77	-2	Springfield, Mo.....	+1	+51	+2
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+5	+23	+6
Flint, Mich.....	+4	+40	+11	Syracuse, N. Y.....	-2	+48	-1
Fort Wayne, Ind.....	-3	+32	-2	Tacoma, Wash.....	-2	+19	0
Fort Worth, Tex.....	-8	+35	-3	Tampa-St. Petersburg, Fla.....	+3	+18	+6
Grand Rapids, Mich.....	NA	NA	NA	Toledo, Ohio.....	+3	+39	+5
Houston, Tex.....	+1	+34	+1	Trenton, N. J.....	+5	+22	+2
Indianapolis, Ind.....	+1	+40	+2	Tulsa, Okla.....	+6	+34	+5
Jacksonville, Fla.....	+13	+37	+12	Utica-Rome, N. Y.....	+11	+55	+7
Kansas City, Mo.....	+4	+35	+5	Waco, Tex.....	+5	+33	+3
Knoxville, Tenn.....	-3	+43	-5	Washington, D. C.....	+8	+28	+9
Lancaster, Pa.....	+3	+40	+1	Wheeling, W. Va.....	+1	+32	+1
Lexington, Ky.....	+6	+51	-1	Wichita, Kans.....	-5	+31	0
Los Angeles-Long Beach, Calif.....	+6	+15	+7	Worcester, Mass.....	-6	+28	-1
Louisville, Ky.....	+16	+49	+7	Youngstown, Ohio.....	-7	+23	-8
Macon, Ga.....	NA	NA	NA	CITIES			
Memphis, Tenn.....	+11	+34	+7	Bridgeport, Conn.....	-7	+27	-1
Miami, Fla.....	+1	+23	+4	Bristol, Tenn.-Va.....	-6	+54	-8
Milwaukee, Wis.....	-2	+29	-4	Duluth, Minn.-Superior, Wis.....	-8	+28	-4
Mobile, Ala.....	+9	+51	+4	Minneapolis, Minn.....	+11	+27	+7
New Orleans, La.....	+15	+34	+8	Oakland-Berkeley, Calif.....	-5	+11	+2
				Portsmouth, Ohio.....	-11	+25	-10
				Rome, Ga.....	+14	+60	+6
				St. Paul, Minn.....	0	+26	0
				San Francisco, Calif.....	-4	+18	+1
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: MARCH 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963			1962 ¹										Percentage change, March 1963 from--	
	Jan.	Feb. ¹	Mar. ²	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1962	Feb. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,474	12,700	12,853	12,135	12,678	12,868	13,010	12,948	13,045	13,156	13,390	13,557	14,299	+6	+1
Durable-goods stores, total.....	5,892	5,685	5,772	5,609	5,864	5,948	6,088	6,153	6,213	6,148	6,245	6,203	6,241	+3	+2
Nondurable-goods stores, total.....	7,582	7,015	7,081	6,526	6,814	6,920	6,922	6,795	6,832	7,008	7,145	7,354	8,058	+9	+1
Food group.....	328	320	332	347	331	343	354	351	364	365	355	345	354	-4	+4
Grocery stores.....	270	270	278	296	280	291	305	295	300	303	297	288	297	-6	+3
Eating and drinking places.....	87	81	83	65	65	64	64	58	60	57	70	76	96	+28	+2
General merchandise group.....	4,510	3,994	4,019	3,481	3,658	3,744	3,843	3,838	3,885	4,030	4,131	4,278	4,782	+15	+1
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,054	2,647	2,769	2,856	2,941	2,940	2,961	3,080	3,183	3,278	3,720	+15	0
Department stores.....	3,104	2,685	2,687	2,380	2,479	2,559	2,638	2,634	2,642	2,758	2,847	2,934	3,340	+13	0
Mail order houses (department store mdse.)..	850	791	805	696	748	739	751	755	770	794	803	838	879	+16	+2
Apparel group.....	998	913	921	905	932	898	873	821	828	893	926	930	1,090	+2	+1
Women's ready-to-wear stores.....	453	414	429	419	437	414	386	363	367	402	420	429	509	+2	+4
Furniture and appliance group.....	2,073	2,009	1,986	1,920	1,937	1,915	1,909	1,876	1,926	1,919	1,982	2,010	2,130	+3	-1
Furniture, home furnishings stores.....	1,601	1,529	1,502	1,463	1,463	1,442	1,429	1,410	1,460	1,468	1,500	1,535	1,636	+3	-2
Furniture stores.....	1,454	1,392	1,373	1,330	1,317	1,303	1,290	1,274	1,321	1,316	1,332	1,367	1,481	+3	-1
Household appliance, TV, radio stores.....	472	479	484	457	474	473	480	466	466	451	482	475	494	+6	+1
Household appliance dealers.....	408	419	424	405	410	415	427	419	412	400	421	419	432	+5	+1
Lumber, building, hardware, farm equip. group.....	1,619	1,587	1,658	1,605	1,746	1,830	1,890	1,989	2,001	1,982	1,995	1,936	1,747	+3	+4
Lumber yards, building materials dealers ³ ...	1,177	1,136	1,138	1,123	1,242	1,292	1,320	1,395	1,426	1,421	1,445	1,438	1,265	+1	0
Lumber yards.....	878	852	849	824	917	967	1,002	1,063	1,077	1,067	1,066	1,059	951	+3	0
Automotive group.....	1,329	1,276	1,308	1,327	1,409	1,452	1,483	1,478	1,462	1,418	1,470	1,421	1,432	-1	+3
Passenger car dealers.....	877	834	859	894	965	985	990	976	967	935	986	933	939	-4	+3
Passenger car dealers (franchised).....	821	775	798	822	879	903	913	907	895	867	916	864	872	-3	+3
Tire, battery, accessory dealers.....	422	412	418	403	414	438	461	463	456	448	443	447	459	+4	+1
Gasoline service stations.....	431	419	429	437	437	447	462	459	457	441	456	455	420	-2	+2
Other retail stores.....	2,099	2,101	2,117	2,048	2,163	2,175	2,132	2,078	2,062	2,051	2,005	2,106	2,248	+3	+1
CHARGE ACCOUNTS															
United States, total.....	6,842	6,586	6,654	6,562	6,901	7,008	7,008	6,898	6,973	6,977	7,153	7,223	7,441	+1	+1
Durable-goods stores, total.....	3,076	2,960	3,038	2,994	3,197	3,278	3,377	3,422	3,489	3,434	3,578	3,488	3,312	+1	+3
Nondurable-goods stores, total.....	3,766	3,626	3,616	3,568	3,704	3,730	3,631	3,476	3,484	3,543	3,575	3,735	4,129	+1	0
Food group.....	321	312	324	330	327	331	340	344	356	357	347	338	346	-2	+4
General merchandise group.....	1,034	928	885	856	867	890	881	834	845	877	881	958	1,185	+3	-5
Department stores and dry goods, general merchandise stores.....	942	838	793	767	776	794	781	737	741	771	787	856	1,087	+3	-5
Department stores.....	820	715	667	676	673	694	684	644	647	680	692	760	970	-1	-7
Apparel group.....	727	651	657	678	699	657	639	589	593	656	677	696	827	-1	+1
Furniture and appliance group.....	630	608	603	612	613	559	581	560	582	588	630	616	650	-1	-1
Furniture, home furnishings stores.....	477	454	447	452	455	409	423	409	437	451	468	455	477	-1	-2
Lumber, building, hardware, farm equip. group.....	1,430	1,402	1,462	1,398	1,547	1,631	1,698	1,782	1,803	1,784	1,810	1,745	1,553	+5	+4
Lumber yards, building materials dealers ³ ...	1,109	1,068	1,071	1,060	1,184	1,231	1,269	1,333	1,367	1,360	1,386	1,378	1,204	+1	0
Lumber yards.....	823	798	798	777	875	922	966	1,017	1,033	1,022	1,023	1,014	903	+3	0
Automotive group.....	745	713	734	751	791	832	828	824	830	800	854	820	796	-1	+3
Passenger car dealers (franchised).....	540	516	538	546	575	604	599	585	592	566	607	578	554	0	+4
Gasoline service stations.....	419	410	419	423	421	432	446	442	446	429	445	445	409	-1	+2
INSTALLMENT ACCOUNTS															
United States, total.....	6,632	6,114	6,199	5,573	5,777	5,860	6,002	6,050	6,072	6,179	6,237	6,334	6,858	+11	+1
Durable-goods stores, total.....	2,816	2,725	2,734	2,615	2,667	2,670	2,711	2,731	2,724	2,714	2,667	2,715	2,929	+5	0
Nondurable-goods stores, total.....	3,816	3,389	3,465	2,958	3,110	3,190	3,291	3,319	3,348	3,465	3,570	3,619	3,929	+17	+2
General merchandise group.....	3,476	3,066	3,134	2,625	2,791	2,854	2,962	3,004	3,040	3,153	3,250	3,320	3,597	+19	+2
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,261	1,880	1,993	2,062	2,160	2,203	2,220	2,309	2,396	2,422	2,633	+20	+3
Department stores.....	2,284	1,970	2,020	1,704	1,806	1,865	1,954	1,990	1,995	2,078	2,155	2,174	2,370	+19	+3
Apparel group.....	271	262	264	227	233	241	234	232	235	237	249	234	263	+16	+1
Furniture and appliance group.....	1,443	1,401	1,383	1,308	1,324	1,356	1,328	1,316	1,344	1,331	1,352	1,394	1,480	+6	-1
Furniture, home furnishings stores.....	1,124	1,075	1,055	1,011	1,008	1,033	1,006	1,001	1,023	1,017	1,032	1,080	1,159	+4	-2
Household appliance, TV, radio stores.....	319	326	329	297	316	323	322	316	321	314	320	314	321	+11	+1
Lumber, building, hardware, farm equip. group.....	189	185	196	207	199	199	192	209	198	198	185	191	194	-5	+6
Automotive group.....	584	563	574	576	618	620	655	654	632	618	616	601	636	0	+2
Tire, battery, accessory dealers.....	254	254	266	239	243	253	273	270	269	262	254	259	266	+11	+5

¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 15.

³ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: MARCH 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963				1962 ¹										Percentage change, March 1963 from--	
	Jan.	Feb. ¹	Mar. ²	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1962	Feb. 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	4,688	4,198	4,266	3,691	3,846	3,936	4,061	4,119	4,178	4,308	4,421	4,524	4,894	+16	+2	
Durable-goods stores, total.....	1,126	1,088	1,101	1,050	1,076	1,074	1,094	1,126	1,131	1,136	1,136	1,151	1,155	+5	+1	
Nondurable-goods stores, total.....	3,562	3,110	3,165	2,641	2,770	2,862	2,967	2,993	3,047	3,172	3,285	3,373	3,739	+20	+2	
General merchandise group.....	3,162	2,733	2,781	2,268	2,401	2,490	2,600	2,635	2,700	2,823	2,914	3,000	3,316	+23	+2	
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,178	1,781	1,886	1,961	2,052	2,083	2,122	2,225	2,311	2,365	2,633	+22	+2	
Department stores.....	2,249	1,915	1,949	1,923	1,713	1,775	1,858	1,883	1,911	2,005	2,083	2,128	2,382	+1	+2	
Apparel group.....	234	216	226	202	205	205	202	194	190	194	203	205	251	+12	+5	
Furniture and appliance group.....	339	334	337	317	320	321	322	327	328	326	335	339	350	+6	+1	
Tire, battery, accessory dealers.....	264	259	257	249	252	260	279	285	279	278	271	271	280	+3	-1	
CHARGE ACCOUNTS																
United States, total.....	972	887	856	849	874	876	875	866	872	900	934	960	1,067	+1	-4	
Durable-goods stores, total.....	277	267	261	274	295	290	297	315	311	319	331	324	304	-5	-2	
Nondurable-goods stores, total.....	695	620	595	575	579	586	578	551	561	581	603	636	763	+3	-4	
General merchandise group.....	429	371	342	330	327	337	333	312	328	348	353	384	481	+4	-8	
Department stores and dry goods, general merchandise stores.....	392	336	307	299	294	305	298	279	287	307	316	347	440	+3	-9	
Department stores.....	358	306	277	282	276	285	278	260	267	287	295	325	419	-2	-9	
Apparel group.....	113	99	104	101	103	101	99	95	90	92	96	97	124	+3	+5	
Furniture and appliance group.....	39	41	42	31	37	34	35	41	38	39	42	43	48	+35	+2	
INSTALLMENT ACCOUNTS																
United States, total.....	3,716	3,311	3,410	2,842	2,972	3,060	3,186	3,253	3,306	3,408	3,487	3,564	3,827	+20	+3	
Durable-goods stores, total.....	849	821	840	776	781	784	797	811	820	817	805	827	851	+8	+2	
Nondurable-goods stores, total.....	2,867	2,490	2,570	2,066	2,191	2,276	2,389	2,442	2,486	2,591	2,682	2,737	2,976	+24	+3	
General merchandise group.....	2,733	2,362	2,439	1,938	2,074	2,153	2,267	2,323	2,372	2,475	2,561	2,616	2,835	+26	+3	
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,482	1,592	1,656	1,754	1,804	1,835	1,918	1,995	2,018	2,193	+26	+4	
Department stores.....	1,891	1,609	1,672	1,341	1,437	1,490	1,580	1,623	1,644	1,718	1,788	1,803	1,963	+25	+4	
Apparel group.....	121	117	122	101	102	104	103	99	100	102	107	108	127	+21	+4	
Furniture and appliances group.....	300	293	295	286	283	287	287	286	290	287	293	296	302	+3	+1	

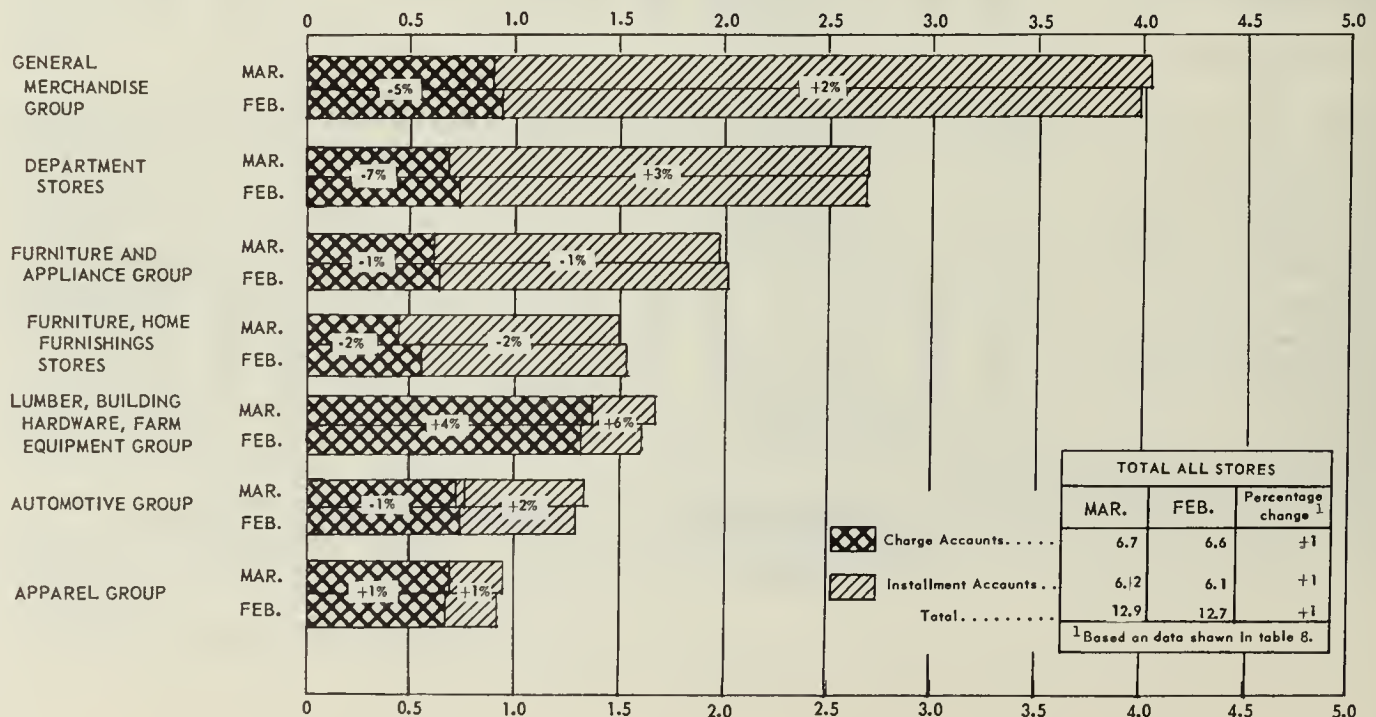
¹ Final estimates.

² Preliminary estimates.

} See Explanatory Material, page 15.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES BY SELECTED KINDS OF BUSINESS—FEBRUARY AND MARCH 1963 (Billions of dollars)



NOTE: March data are based on preliminary estimates while February data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
Furriers, fur shops.....	5.1-19.5	14.9	Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4	Luggage, leather goods stores.....	3.6-NA	21.2
Hesting, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.5
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.1
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and are, therefore, subject to sampling variability. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error

for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample. Estimates revised in similar fashion are not available for months prior to January 1960. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet

entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability

(see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores. For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D.C.

OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

881
Apr 331222

Conn.



FOR RELEASE
JUNE 7, 1963

BR-63-4

Retail Sales and End-of-Month Accounts Receivable: April 1963

SALES

Total sales of all retail stores in the United States during April 1963 were estimated at \$20.6 billion, 5 percent above sales for March 1963, and 7 percent higher than April 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, April 1963 sales amounted to \$20.4 billion, virtually unchanged from March 1963 and 3 percent higher than April a year ago. Adjusted sales of durable-goods stores in April 1963 remained virtually unchanged from March 1963, and were 5 percent above April 1962. Adjusted sales of nondurable goods stores were unchanged from March 1963 and 3 percent above the April 1962 level.

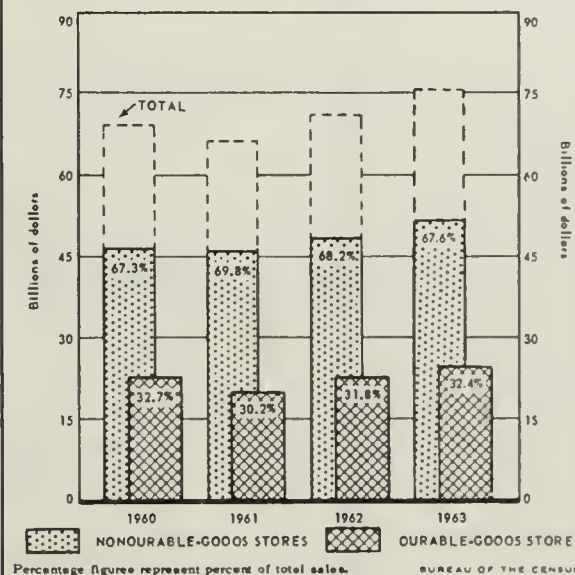
Based on adjusted data, the automotive group was the only major group in the durable-goods stores category showing a month-to-month increase (+3%). In the nondurable-goods stores category, month-to-month sales increases were shown for eating and drinking places (+1%) and the food group (+2%). Sales for the general merchandise group and apparel group decreased 3 percent each.

A comparison of adjusted sales of durable-goods stores for April 1963 with those for the same month a year ago showed increases in the furniture and appliance group (+2%) and the automotive group (+7%), while the lumber, building, hardware, farm equipment group remained virtually unchanged. In the nondurable-goods stores category, year-to-year sales increases were shown for eating and drinking places (+7%), general merchandise group (+4%) and food group (+2%), while the drug and proprietary stores remained virtually unchanged. Sales for the apparel group decreased 3 percent.

Cumulative sales of all retail stores for the first four months of 1963 amounted to \$75.6 billion or 6 percent above the \$71.3 billion reported for the same period in 1963. On an adjusted basis all major kinds of business groups showed sales increases, with the automotive group reporting a cumulative sales increase of 9 percent, followed by the general merchandise group (+7%) and the furniture and appliance group (+6%).

SALES OF ALL RETAIL STORES— FIRST FOUR MONTHS-1960 THROUGH 1963

[Not adjusted for seasonal variations or trading day differences]



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$13.3 billion in total accounts receivable balances owed by customers as of April 30, 1963. This amount was 5 percent more than the \$12.7 billion reported as of April 30, 1962, and about 3 percent higher than the \$12.9 billion outstanding at the end of March 1963. The increase in total credit balances from the April 1962 level, based on data not adjusted for seasonal variations, reflected a 9 percent increase in installment account balances and a 1 percent increase in charge account balances. Compared with March 1963 charge and installment balances showed increases of 5 percent and 1 percent respectively.

Total receivable balances of durable-goods stores as of April 30, 1963 were 3 percent higher than balances for the previous month, and 1 percent higher than those outstanding at the end of April 1962. Nondurable-goods stores reported a 3 percent increase in total credit outstanding from the March 1963 total, and a 7 percent increase over the total for the end of April a year ago.

THE LIBRARY
JUN 12 1963

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES 1954-1963

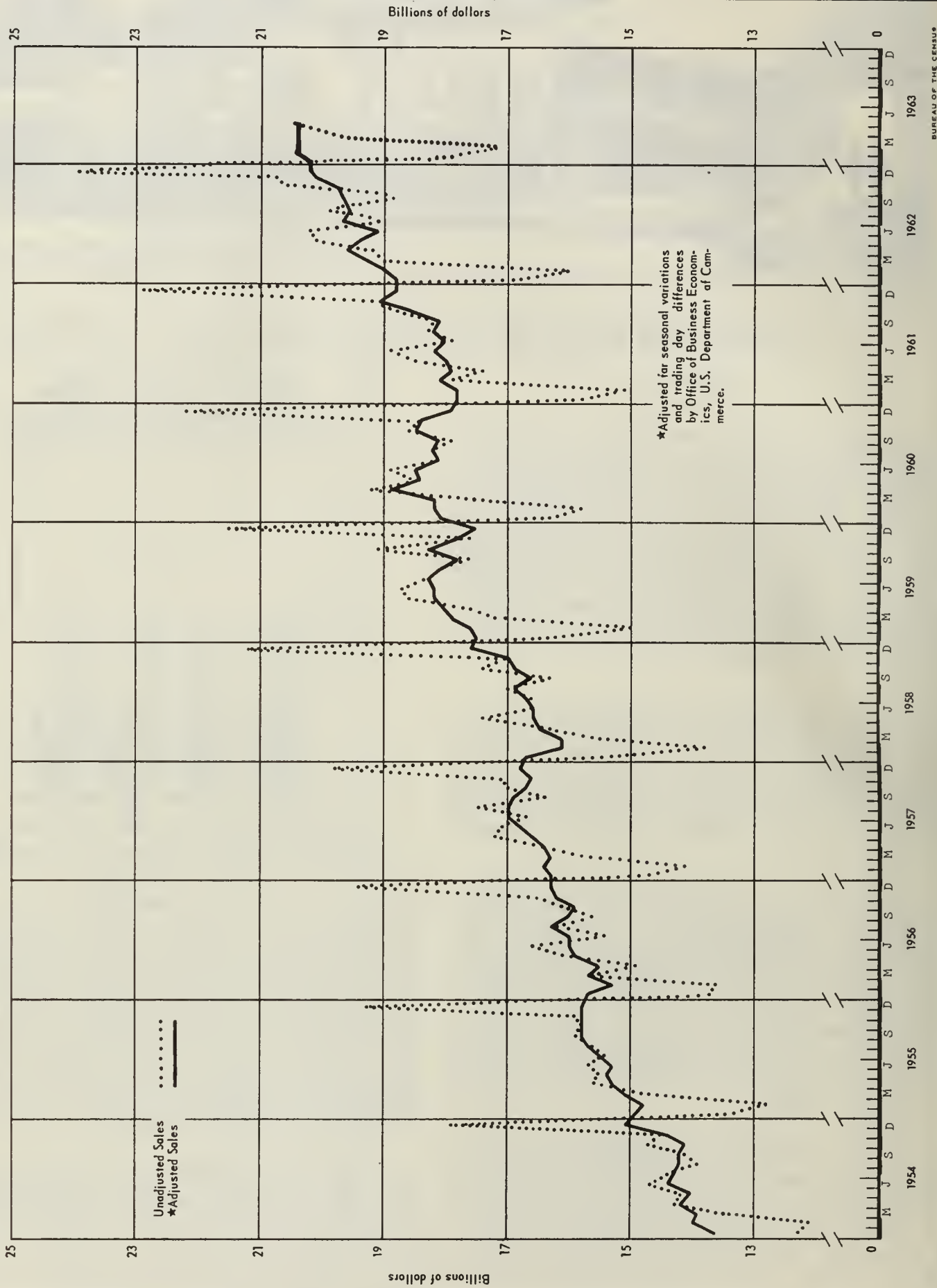


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1963

(Millions of dollars)

Kind of business	1963					1962 ¹								Total 4 months	
	Jan.	Feb.	Mar. ¹	Apr. ²	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,653	20,550	19,251	20,226	20,254	19,138	19,920	18,863	20,576	20,911	24,127	75,551	71,336
Durable-goods stores, total.....	5,695	5,432	6,383	6,965	6,284	6,828	6,786	6,330	6,321	5,604	6,988	6,742	6,766	24,475	22,577
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,585	12,967	13,398	13,468	12,808	13,599	13,259	13,588	14,169	17,361	51,076	48,759
Food group.....	4,738	4,467	4,976	4,711	4,520	4,791	5,033	4,733	4,997	4,823	4,803	4,917	5,237	18,892	18,275
Grocery stores.....	4,303	4,048	4,531	4,251	4,073	4,326	4,563	4,267	4,521	4,369	4,350	4,456	4,732	17,133	16,540
Meat markets.....	124	120	126	124	120	128	127	122	125	121	124	127	134	494	484
Bakery products stores.....	90	83	93	90	86	85	88	84	89	90	95	97	102	356	343
Eating and drinking places.....	1,334	1,254	1,421	1,465	1,371	1,486	1,537	1,566	1,630	1,513	1,485	1,445	1,479	5,474	5,164
Eating places.....	920	859	982	1,029	955	1,041	1,086	1,106	1,152	1,062	1,030	994	1,010	3,790	3,542
Restaurants, cafeterias, lunchrooms.....	775	726	818	840	779	836	867	884	928	868	849	825	843	3,159	2,953
Drinking places.....	414	395	439	436	416	445	451	460	478	451	455	451	469	1,684	1,622
General merchandise group.....	1,756	1,627	2,075	2,312	2,152	2,201	2,141	1,926	2,241	2,232	2,372	2,711	4,119	7,770	7,263
Department stores and dry goods, general merchandise stores.....	1,260	1,134	1,500	1,644	1,530	1,574	1,539	1,365	1,584	1,613	1,724	1,959	2,972	5,538	5,137
Department stores.....	1,005	902	1,199	1,318	1,248	1,282	1,262	1,106	1,266	1,303	1,377	1,575	2,422	4,424	4,189
Variety stores.....	259	274	320	387	363	351	352	323	367	352	360	400	751	1,240	1,201
Mail order houses (department store merchandise).....	139	130	159	169	156	163	137	131	180	165	183	245	267	597	553
Apparel group.....	986	826	1,081	1,269	1,307	1,183	1,121	971	1,096	1,193	1,214	1,320	2,127	4,162	4,113
Men's, boys' wear stores ³	204	160	186	224	221	221	233	185	192	206	226	258	467	774	752
Men's, boys' clothing, furnishings stores.....	197	155	180	216	217	217	229	180	187	199	217	250	456	748	735
Women's apparel, accessory stores ⁴	377	326	428	483	496	463	407	368	414	455	468	513	801	1,614	1,587
Women's ready-to-wear stores.....	329	286	382	426	431	403	356	322	363	405	413	450	698	1,423	1,372
Family clothing stores.....	190	157	212	248	262	239	228	194	216	232	248	280	465	807	818
Shoe stores.....	169	147	205	257	270	214	212	182	215	236	212	209	305	778	777
Furniture and appliances group.....	830	781	838	844	789	876	894	873	948	916	962	1,020	1,216	3,293	3,109
Furniture, home furnishings stores.....	517	502	543	561	529	577	580	573	625	598	627	658	745	2,123	2,014
Furniture stores.....	374	356	387	397	368	423	425	429	472	448	462	478	563	1,514	1,426
Household appliances, TV, radio stores.....	313	279	295	283	260	299	314	300	323	318	335	362	471	1,170	1,095
Household appliance dealers.....	228	201	211	207	202	239	252	242	253	245	250	270	346	847	832
Lumber, building, hardware, farm equipment group.....	921	886	1,128	1,362	1,287	1,428	1,434	1,397	1,435	1,343	1,420	1,271	1,190	4,297	4,150
Lumber yards, building materials dealers ⁵	520	493	604	748	728	814	829	850	874	782	846	760	609	2,365	2,374
Lumber yards.....	347	324	398	497	467	535	558	572	595	522	560	500	398	1,566	1,498
Hardware stores.....	175	156	191	231	222	249	239	220	222	217	222	216	312	753	731
Automotive group.....	3,487	3,309	3,926	4,248	3,763	4,026	3,944	3,567	3,421	2,808	4,082	3,869	3,434	14,970	13,643
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,015	3,544	3,786	3,697	3,334	3,194	2,599	3,850	3,641	3,139	14,204	12,886
Passenger car dealers ⁶	3,215	3,043	3,608	3,850	3,421	3,648	3,532	3,177	3,062	2,495	3,736	3,542	3,053	13,716	12,503
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,537	3,078	3,292	3,174	2,838	2,716	2,199	3,404	3,229	2,784	12,501	11,340
Tire, battery, accessory dealers.....	178	161	194	233	219	240	247	233	227	209	232	228	295	766	757
Gasoline service stations.....	1,540	1,395	1,543	1,591	1,511	1,577	1,623	1,647	1,662	1,564	1,604	1,561	1,629	6,069	5,778
Other retail stores.....	2,669	2,542	2,665	2,748	2,551	2,658	2,527	2,458	2,490	2,471	2,634	2,797	3,696	10,624	9,841
Drug and proprietary stores.....	649	641	667	652	643	669	667	646	658	632	647	660	880	2,609	2,573
Drug stores.....	630	623	647	632	622	647	642	619	632	606	623	636	848	2,532	2,489
Liquor stores.....	409	386	427	418	402	424	435	437	461	436	447	488	700	1,640	1,573
Data ADJUSTED for seasonal variations and trading day differences ⁷															
United States, total.....	20,247	20,350	20,365	20,355	19,673	19,508	19,163	19,761	19,645	19,693	19,821	20,230	20,203	81,317	76,926
Durable-goods stores, total.....	6,477	6,583	6,625	6,644	6,332	6,169	6,029	6,378	6,128	6,125	6,481	6,523	6,453	26,329	24,409
Nondurable-goods stores, total.....	13,770	13,767	13,740	13,711	13,341	13,339	13,134	13,383	13,517	13,568	13,340	13,707	13,750	54,988	52,517
Food group.....	4,943	4,897	4,807	4,881	4,787	4,801	4,722	4,835	4,856	4,915	4,846	4,813	4,928	19,528	18,883
Grocery stores.....	4,485	4,439	4,359	4,409	4,318	4,335	4,269	4,368	4,391	4,453	4,390	4,360	4,474	17,692	17,071
Eating and drinking places.....	1,463	1,502	1,513	1,524	1,426	1,444	1,464	1,404	1,461	1,454	1,443	1,486	1,465	6,002	5,668
General merchandise group.....	2,320	2,319	2,421	2,340	2,248	2,263	2,193	2,283	2,294	2,332	2,229	2,393	2,340	9,400	8,765
Department stores.....	1,336	1,334	1,417	1,335	1,303	1,315	1,294	1,340	1,303	1,362	1,254	1,355	1,389	5,422	5,099
Variety stores.....	373	378	377	396	379	376	357	374	381	368	371	392	356	1,524	1,485
Mail order houses (department store mds.).....	177	172	183	175	171	167	160	167	181	182	163	177	167	707	655
Apparel group.....	1,220	1,214	1,212	1,172	1,207	1,196	1,114	1,200	1,224	1,203	1,160	1,231	1,219	4,818	4,779
Men's, boys' wear stores ³	230	236	232	233	231	236	208	229	237	236	225	231	231	931	905
Women's apparel, accessory stores ⁴	461	461	466	444	450	451	431	462	463	467	442	483	467	1,832	1,799
Shoe stores.....	215	216	220	205	222	205	198	208	223	208	211	217	222	856	868
Furniture and appliances group.....	941	951	955	908	888	876	861	908	909	951	891	924	949	3,755	3,540
Furniture, home furnishings stores.....	600	611	614	587	582	562	565	604	595	625	574	585	603	2,412	2,285
Household appliances, TV, radio stores.....	341	340	341	321	306	314	296	304	314	326	317	339	346	1,343	1,255
Lumber, building, hardware, farm equipment group.....	1,266	1,261	1,302	1,275	1,273	1,257	1,212	1,269	1,261	1,251	1,237	1,300	1,308	5,104	4,963
Lumber yards, building materials dealers ⁵	714	710	730	735	753	728	713	763	736	710	718	744	708	2,889	2,904
Hardware stores.....	227	216	225	215	219	218	210	215	215	223	209	217	247	883	864
Automotive group.....	3,726	3,792	3,778	3,888	3,646	3,520	3,436	3,658	3,423	3,372	3,832	3,760	3,662	15,184	13,912
Passenger car, other automotive dealers.....	3,502	3,570	3,549	3,659	3,422	3,297	3,220	3,446	3,218	3,149	3,610	3,533	3,418	14,280	13,015
Tire, battery, accessory dealers.....	224	222	229	229	224	223	216	212	205	223	222	227	244	904	897
Gasoline service stations.....	1,639	1,608	1,607	1,625	1,547	1,533	1,553	1,525	1,546	1,563	1,566	1,566	1,605	6,479	6,181
Drug and proprietary stores.....	663	688	679	675	675	677	680	674	673	651	648	690	686	2,705	2,653
Liquor stores.....	460	459	459	457	459	448	433	448	471	436	456	473	448	1,835	1,773

¹ Final estimates.² Preliminary estimates.³ Includes men's, boys' clothing, furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.⁷ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	April 1963 from--		4 mos. 1963 from		April 1963 from--		4 mos. 1963 from
	Apr. 1962	Mar. 1963	4 mos. 1962		Apr. 1962	Mar. 1963	4 mos. 1962

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+7	+5	+6	Furniture and appliance group.....	+7	+1	+6
Durable-goods stores, total.....	+11	+9	+8	Furniture stores.....	+6	+3	+6
Nondurable-goods stores, total.....	+5	+2	+5	Floor coverings stores*.....	+12	+5	+11
Food group.....	+4	-5	+3	Household appliance, TV, radio stores.....	+9	-4	+7
Grocery stores.....	+4	-6	+4	Household appliance stores.....	+2	-2	+2
Meat markets.....	+3	-2	+2	TV, radio stores*.....	+31	-10	+24
Fruit stores, vegetable markets*.....	+19	+19	+10	Lumber, building, hardware, farm equipment group.....	+6	+21	+4
Candy, nut, confectionery stores*.....	-6	+19	-5	Lumber, building materials dealers...	+3	+24	0
Bakery products stores.....	+5	-3	+4	Lumber yards.....	+6	+25	+5
Delicatessen stores*.....	-8	-8	-3	Paint, glass, wallpaper stores*.....	+15	+17	+6
Eating and drinking places.....	+7	+3	+6	Heating and plumbing equipment dealers*.....	-9	+18	-22
Eating places.....	+8	+5	+7	Hardware stores.....	+4	+21	+3
Restaurants, cafeterias, lunch-rooms.....	+8	+3	+7	Farm equipment dealers*.....	+14	+15	+12
Drinking places.....	+5	-1	+4	Automotive group.....	+13	+8	+10
General merchandise group.....	+7	+11	+7	Passenger car dealers.....	+13	+7	+10
Department stores and dry goods, general merchandise stores.....	+7	+10	+8	Passenger car dtrs. (franchised)....	+15	+8	+10
Department stores.....	+6	+10	+6	Tire, battery, accessory dealers.....	+6	+20	+1
Variety stores.....	+7	+21	+3	Gasoline service stations.....	+5	+3	+5
Mail order houses (department store merchandise).....	+8	+6	+8	Fuel, fuel oil dealers*.....	+3	-27	+9
Apparel group.....	-3	+17	+1	Fuel dealers, except fuel oil*.....	+7	-23	+8
Men's, boys' clothing, furnishings stores.....	0	+20	+2	Fuel oil dealers*.....	-1	-30	+10
Men's, boys' clothing stores*.....	-1	+18	+4	Drug and proprietary stores.....	+1	-2	+1
Men's, boys' furnishings stores*.....	-10	+19	-9	Drug stores.....	+2	-2	+2
Women's ready-to-wear stores.....	-1	+12	+4	Liquor stores.....	+4	-2	+4
Family clothing stores.....	-5	+17	-1	Jewelry stores*.....	+9	+6	+10
Women's apparel, accessory, specialty stores*.....	-8	+22	-5	Florists*.....	+20	+43	+14
Shoe stores.....	-5	+25	0	Book stores*.....	+25	-18	+25
Furriers, fur shops*.....	-33	+14	-29	Stationery stores*.....	+32	-2	+19
				Music stores*.....	+17	-6	+14
				Camera, photographic supply stores*....	+37	+4	+30
				Luggage, leather goods stores*.....	0	+33	-12
				Optical goods stores*.....	+25	0	+15
				Typewriter stores*.....	+45	0	+41

Based on data ADJUSTED for seasonal variations and trading day differences¹

United States, total.....	+3	0	+6	Furniture and appliance group.....	+2	-5	+6
Durable-goods stores, total.....	+5	0	+8	Furniture, home furnishings stores...	+1	-4	+6
Nondurable-goods, stores, total.....	+3	0	+5	Household appliance, TV, radio stores.	+5	-6	+7
Food group.....	+2	+2	+3	Lumber, building, hardware, farm equipment group.....	0	-2	+3
Grocery stores.....	+2	+1	+4	Lumber, building, materials dealers..	-2	+1	-1
Eating and drinking places.....	+7	+1	+6	Hardware stores.....	-2	-4	+2
General merchandise group.....	+4	-3	+7	Automotive group.....	+7	+3	+9
Department stores.....	+2	-6	+6	Passenger car and other automotive dealers.....	+7	+3	+10
Variety stores.....	+4	+5	+3	Tire, battery, accessory dealers.....	+2	0	+1
Mail order houses (department store merchandise).....	+2	-4	+8	Gasoline service stations.....	+5	+1	+5
Apparel group.....	-3	-3	+1	Drug and proprietary stores.....	0	-1	+2
Men's, boys' wear stores.....	+1	0	+3	Liquor stores.....	0	0	+3
Women's apparel, accessory stores.....	-1	-5	+2				
Shoe stores.....	-8	-7	-1				

* See Explanatory Material, page 15.

¹ Adjusted data based on adjustment factors as developed by Office of Business Economics, U. S. Department of Commerce.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1963

(Millions of dollars,

Kind of business	1963				1962									Total 4 months	
	Jan.	Feb.	Mar.	Apr.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,075	3,826	r ₄ 571	4,651	4,464	4,594	4,698	4,269	4,670	4,559	4,692	5,056	6,527	17,123	16,511
Durable-goods stores, total.....	283	272	r ₄ 324	355	335	368	368	362	378	356	392	395	468	1,234	1,184
Nondurable-goods stores, total.....	3,792	3,554	r ₄ 2,247	4,296	4,129	4,226	4,330	3,907	4,292	4,203	4,300	4,661	6,059	15,889	15,327
Food group.....	1,951	1,842	2,119	1,920	1,863	1,964	2,096	1,873	2,015	1,946	1,943	2,053	2,165	7,832	7,640
Grocery stores ¹	1,897	1,790	2,067	1,862	1,805	1,908	2,041	1,818	1,960	1,893	1,890	2,000	2,103	7,616	7,433
Eating and drinking places.....	91	89	102	102	98	104	106	105	106	101	103	99	101	384	377
General merchandise group.....	1,120	1,035	r ₁ 1,329	1,504	1,398	1,424	1,402	1,262	1,459	1,436	1,519	1,734	2,664	4,988	4,668
Department stores and dry goods, general															
merchandise stores.....	792	708	r ₉ 950	1,058	984	1,012	1,002	887	1,008	1,019	1,077	1,214	1,849	3,508	3,277
Department stores.....	689	618	r ₈ 829	921	858	883	875	770	870	885	939	1,062	1,617	3,057	2,851
Variety stores.....	191	204	241	294	277	268	271	248	285	271	279	307	578	930	897
Apparel group.....	232	202	283	353	361	315	299	250	291	318	314	346	546	1,070	1,056
Men's, boys' wear stores ²	24	19	25	29	32	29	30	22	23	25	30	35	58	97	99
Women's apparel, accessory stores ³	93	82	116	141	139	128	116	100	115	125	124	143	228	432	411
Women's ready-to-wear stores.....	86	76	107	129	126	116	105	91	106	115	114	132	209	398	374
Shoe stores.....	70	64	87	113	118	97	95	79	96	105	93	93	142	334	334
Furniture and appliance group.....	72	71	85	83	82	88	84	85	90	89	101	104	119	311	310
Tire, battery, accessory dealers.....	69	62	77	92	87	100	101	96	91	86	92	92	126	300	303
Other retail stores.....	364	362	389	394	374	387	395	383	395	386	407	431	604	1,509	1,433
Drug and proprietary stores.....	129	128	135	134	130	132	135	129	131	129	132	137	213	526	502
Liquor stores.....	85	84	96	93	86	90	94	92	96	91	98	106	169	358	339

Data ADJUSTED for seasonal variations and trading day differences⁴

United States, total.....	4,731	4,732	4,799	4,713	4,582	4,591	4,523	4,635	4,670	4,691	4,610	4,743	4,741	18,975	18,259
Grocery stores ¹	1,965	1,951	1,927	1,944	1,921	1,906	1,899	1,913	1,921	1,936	1,940	1,937	1,965	7,787	7,579
Eating and drinking places.....	98	101	104	105	100	102	102	99	99	99	100	102	101	408	400
General merchandise group.....	1,505	1,510	1,600	1,519	1,414	1,451	1,420	1,472	1,487	1,496	1,428	1,523	1,503	6,134	5,740
Department stores.....	923	922	1,995	920	852	878	870	896	886	916	863	929	962	3,760	3,499
Variety stores.....	280	284	287	298	283	287	275	287	302	284	288	302	269	1,149	1,111
Apparel group.....	315	319	318	305	302	311	291	314	330	313	305	320	309	1,257	1,240
Men's, boys' wear stores ²	27	31	31	27	29	30	28	30	32	30	29	29	28	116	119
Women's apparel, accessory stores ³	130	131	132	124	119	122	117	125	127	129	121	130	125	517	494
Shoe stores.....	95	97	97	94	92	93	86	92	98	93	95	97	93	383	379
Tire, battery, accessory dealers.....	88	86	91	90	89	89	87	89	86	93	90	94	98	355	360
Drug and proprietary stores.....	138	146	139	139	138	134	136	134	135	135	136	142	142	562	539

¹ Based on weekly sales figures converted to calendar month totals. For April 1963, weekly sales (in millions of dollars) were as follows: For week ending April 6 = 460; April 13 = 465; April 20 = 427; April 27 = 435.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

r Revised.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁴ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963				1962 ¹									Total 4 months	
	Jan.	Feb.	Mar. ¹	Apr. ²	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
United States, total.....	4,901	4,592	5,469	5,580	5,236	5,396	5,499	5,041	5,526	5,413	5,622	6,044	7,767	20,542	19,358
Food group.....	2,211	2,087	2,383	2,168	2,058	2,178	2,314	2,097	2,251	2,184	2,200	2,300	2,439	8,849	8,450
Grocery stores.....	2,138	2,016	2,309	2,088	1,975	2,096	2,236	2,019	2,174	2,110	2,125	2,225	2,334	8,551	8,127
Eating and drinking places.....	135	129	147	147	137	144	150	149	156	148	150	149	153	558	525
General merchandise group.....	1,235	1,148	1,476	1,662	1,531	1,567	1,529	1,373	1,614	1,601	1,694	1,953	2,973	5,521	5,116
Department stores and dry goods, general merchandise stores.....	880	792	1,064	1,178	1,072	1,111	1,098	973	1,126	1,145	1,212	1,368	2,073	3,914	3,582
Department stores.....	753	679	913	1,008	924	953	945	831	943	968	1,033	1,168	1,782	3,353	3,085
Drug and proprietary stores.....	156	154	162	161	157	160	164	159	164	158	161	166	256	633	611

¹ Final estimates.

² Preliminary estimates.

See Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Revised Geographic Area Data

The data previously shown as Table 5--"Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Census Region," and as Table 6--"Percentage Change in Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Specified Standard Metropolitan Areas" have been omitted from this publication. Monthly retail sales data for Census regions and other geographic areas, covering all retail stores rather than only stores that are part of firms operating one to ten stores, will be shown for the first time in a supplementary publication to be released subsequently.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: APRIL 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales			Area	Percentage change in sales		
	April 1963 from--		4 mos. 1963 from 4 mos. 1962		April 1963 from--		4 mos. 1963 from 4 mos. 1962
	April 1962	March 1963			April 1962	March 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+1	+8	0
Akron, Ohio.....	+4	+16	+2	New York City.....	-3	+9	-6
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	0	+4	0
Asheville, N. C.....	+8	+19	+6	Norfolk-Portsmouth, Va.....	0	+9	+2
Atlanta, Ga.....	+15	+7	+10	Oklahoma City, Okla.....	+9	+6	+4
Augusta, Ga.....	+3	+4	+6	Omaha, Nebr.....	+2	+7	+3
Baltimore, Md.....	+2	+15	+1	Peoria, Ill.....	+2	+3	+2
Baton Rouge, La.....	+23	-2	+13	Philadelphia, Pa.....	-10	+3	-3
Binghamton, N. Y.....	-5	+6	-1	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	-2	-13	-3	Pittsburgh, Pa.....	+1	+14	0
Boston, Mass.....	+2	+17	+3	Portland, Oreg.....	+3	+11	+2
Buffalo, N. Y.....	+7	+12	+7	Reading, Pa.....	-5	+5	+1
Canton, Ohio.....	-2	+20	-1	Richmond, Va.....	+1	0	+3
Chattanooga, Tenn.....	-1	-6	0	Rochester, N. Y.....	+7	+9	+5
Chicago, Ill.....	+5	+8	+4	Sacramento, Calif.....	0	+10	+5
Cincinnati, Ohio.....	+1	+20	+1	St. Louis, Mo.....	+5	+8	-1
Cleveland, Ohio.....	+3	+18	-3	Salt Lake City, Utah.....	+2	+11	+5
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+9	-3	+8
Columbus, Ohio.....	+2	+13	+4	San Bernardino, Calif.....	+10	+21	+7
Corpus Christi, Tex.....	+5	+10	+2	San Diego, Calif.....	+4	+12	+5
Dallas, Tex.....	+7	+8	+4	Savannah, Ga.....	+10	+2	+8
Denver, Colo.....	+9	+15	+4	Seattle, Wash.....	-13	+2	-7
Des Moines, Iowa.....	+2	+10	+5	Shreveport, La.....	+11	+9	+8
Detroit, Mich.....	+4	+9	+4	South Bend, Ind.....	+3	+19	0
El Paso, Tex.....	-4	+12	+1	Spokane, Wash.....	-4	+11	-1
Erie, Pa.....	-2	-9	-2	Springfield, Mo.....	+1	+15	+2
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+11	+21	+8
Flint, Mich.....	+10	+13	+10	Syracuse, N. Y.....	+3	+11	0
Fort Wayne, Ind.....	+11	+29	+2	Tacoma, Wash.....	-3	+12	-1
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+8	+3	+7
Grand Rapids, Mich.....	+1	+10	-1	Toledo, Ohio.....	-1	+21	+1
Houston, Tex.....	+16	+14	+5	Trenton, N. J.....	-8	+12	0
Indianapolis, Ind.....	+6	+10	+3	Tulsa, Okla.....	+11	+10	+7
Jacksonville, Fla.....	+10	+8	+12	Utica-Rome, N. Y.....	+17	+21	+10
Kansas City, Mo.....	+7	+10	+6	Waco, Tex.....	+8	+9	+5
Knoxville, Tenn.....	+7	+18	-1	Washington, D. C.....	+6	+7	+8
Lancaster, Pa.....	-2	+4	+1	Wheeling, W. Va.....	-5	+10	-1
Lexington, Ky.....	+7	+9	+2	Wichita, Kans.....	-1	+10	0
Los Angeles-Long Beach, Calif.....	+10	+15	+8	Worcester, Mass.....	-5	+26	-2
Louisville, Ky.....	+2	+20	+5	Youngstown, Ohio.....	-3	+13	-7
Macon, Ga.....	+2	+8	+5	CITIES			
Memphis, Tenn.....	+6	+5	+6	Bridgeport, Conn.....	-1	+15	-1
Miami, Fla.....	+11	+2	+6	Bristol, Tenn.-Va.....	+4	+23	-4
Milwaukee, Wis.....	+4	+18	-1	Duluth, Minn.-Superior, Wis.....	-3	+17	-3
Mobile, Ala.....	+5	0	+4	Minneapolis, Minn.....	+3	+2	+6
New Orleans, La.....	+13	+10	+10	Oakland-Berkeley, Calif.....	-5	+9	-2
				Portsmouth, Ohio.....	-3	+34	-8
				Rome, Ga.....	+7	+9	+6
				St. Paul, Minn.....	-7	+15	-2
				San Francisco, Calif.....	-2	+6	-1
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: APRIL 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963					1962 ¹								Percentage change, April 1963 from--	
	Jan.	Feb.	Mar. ¹	Apr. ²	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1962	Mar. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,474	12,700	12,912	13,272	12,678	12,868	13,010	12,948	13,045	13,156	13,390	13,557	14,299	+5	+3
Durable-goods stores, total.....	5,892	5,685	5,799	5,951	5,864	5,948	6,088	6,153	6,213	6,148	6,245	6,203	6,241	+1	+3
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,321	6,814	6,920	6,922	6,795	6,832	7,008	7,145	7,354	8,058	+7	+3
Food group.....	328	320	332	332	331	343	354	351	364	365	355	345	354	0	0
Grocery stores.....	270	270	276	274	280	291	305	295	300	303	297	288	297	-2	-1
Eating and drinking places.....	87	81	80	79	65	64	64	58	60	57	70	76	96	+22	-1
General merchandise group.....	4,510	3,994	4,031	4,115	3,658	3,744	3,843	3,838	3,885	4,030	4,131	4,278	4,782	+12	+2
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,134	2,769	2,856	2,941	2,940	2,961	3,080	3,183	3,278	3,720	+13	+2
Department stores.....	3,104	2,685	2,695	2,748	2,479	2,559	2,638	2,634	2,642	2,758	2,847	2,934	3,340	+11	+2
Mail order houses (department store mds.)..	850	791	805	812	748	739	751	755	770	794	803	838	879	+9	+1
Apparel group.....	998	913	932	967	932	898	873	821	828	893	926	930	1,090	+4	+4
Women's ready-to-wear stores.....	453	414	438	452	437	414	386	363	367	402	420	429	509	+3	+3
Furniture and appliance group.....	2,073	2,009	1,984	1,977	1,937	1,915	1,909	1,876	1,926	1,919	1,982	2,010	2,130	+2	0
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,506	1,463	1,442	1,429	1,410	1,460	1,468	1,500	1,535	1,636	+3	0
Furniture stores.....	1,454	1,392	1,387	1,384	1,317	1,303	1,290	1,274	1,321	1,316	1,332	1,367	1,481	+5	0
Household appliance, TV, radio stores.....	472	479	472	471	474	473	480	466	466	451	482	475	494	-1	0
Household appliance dealers.....	408	419	416	411	410	415	427	419	412	400	421	419	432	0	-1
Lumber, building, hardware, farm equip. group.	1,619	1,587	1,634	1,761	1,746	1,830	1,890	1,989	2,001	1,982	1,995	1,936	1,747	+1	+8
Lumber yards, building materials dealers ³ ...	1,177	1,136	1,125	1,222	1,242	1,292	1,320	1,395	1,426	1,421	1,445	1,438	1,265	-2	+9
Lumber yards.....	878	852	836	917	917	967	1,002	1,063	1,077	1,067	1,066	1,059	951	0	+10
Automotive group.....	1,329	1,276	1,349	1,394	1,409	1,452	1,483	1,478	1,462	1,418	1,470	1,421	1,432	-1	+3
Passenger car dealers ⁴	877	834	897	932	965	985	990	976	967	935	986	933	939	+3	+4
Passenger car dealers (franchised).....	821	775	830	861	879	903	913	907	895	867	916	864	872	-2	+4
Tire, battery, accessory dealers.....	422	412	422	436	414	438	461	463	456	448	443	447	459	+5	+3
Gasoline service stations.....	431	419	436	457	437	447	462	459	457	441	456	455	420	+5	+5
Other retail stores.....	2,099	2,101	2,134	2,190	2,163	2,175	2,132	2,078	2,062	2,051	2,005	2,106	2,248	+1	+3
CHARGE ACCOUNTS															
United States, total.....	6,842	6,586	6,658	6,982	6,901	7,008	7,008	6,898	6,973	6,977	7,153	7,223	7,441	+1	+5
Durable-goods stores, total.....	3,076	2,960	3,038	3,233	3,197	3,278	3,377	3,422	3,489	3,434	3,578	3,488	3,312	+1	+6
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,749	3,704	3,730	3,631	3,476	3,484	3,543	3,575	3,735	4,129	+1	+4
Food group.....	321	312	325	323	327	331	340	344	356	357	347	338	346	-1	-1
General merchandise group.....	1,034	928	873	894	867	890	881	834	845	877	881	958	1,185	+3	+2
Department stores and dry goods, general merchandise stores.....	942	838	782	797	776	794	781	737	741	771	787	856	1,087	+3	+2
Department stores.....	820	715	662	669	673	694	684	644	647	680	692	760	970	-1	+1
Apparel group.....	727	651	664	691	699	657	639	589	593	656	677	696	827	-1	+4
Furniture and appliance group.....	630	608	591	600	613	559	581	560	582	588	630	616	650	-2	+2
Furniture, home furnishings stores.....	477	454	440	448	455	409	423	409	437	451	468	455	477	-2	+2
Lumber, building, hardware, farm equip. group.	1,430	1,402	1,439	1,581	1,547	1,631	1,698	1,782	1,803	1,784	1,810	1,745	1,553	+2	+10
Lumber yards, building materials dealers ³ ...	1,109	1,068	1,062	1,173	1,184	1,231	1,269	1,333	1,367	1,360	1,386	1,378	1,204	-1	+10
Lumber yards.....	823	798	787	882	875	922	966	1,017	1,033	1,022	1,023	1,014	903	+1	+12
Automotive group.....	745	713	754	790	791	832	828	824	830	800	854	820	796	0	+5
Passenger car dealers (franchised).....	540	516	548	571	575	604	599	585	592	566	607	578	554	+1	+4
Gasoline service stations.....	419	410	427	448	421	432	446	442	446	429	445	445	409	+6	+5
INSTALLMENT ACCOUNTS															
United States, total.....	6,632	6,114	6,254	6,290	5,777	5,860	6,002	6,050	6,072	6,179	6,237	6,334	6,858	+9	+1
Durable-goods stores, total.....	2,816	2,725	2,761	2,718	2,667	2,670	2,711	2,731	2,724	2,734	2,667	2,715	2,929	+2	-2
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,572	3,110	3,190	3,291	3,319	3,348	3,445	3,570	3,619	3,929	+15	+2
General merchandise group.....	3,476	3,066	3,158	3,221	2,791	2,854	2,962	3,004	3,040	3,153	3,250	3,320	3,597	+15	+2
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,337	1,993	2,062	2,160	2,203	2,220	2,309	2,396	2,422	2,633	+17	+2
Department stores.....	2,284	1,970	2,033	2,079	1,806	1,865	1,954	1,990	1,995	2,078	2,155	2,174	2,370	+15	+2
Apparel group.....	271	262	268	276	233	241	234	232	235	237	249	234	263	+18	+3
Furniture and appliance group.....	1,443	1,401	1,393	1,377	1,324	1,356	1,328	1,316	1,344	1,331	1,352	1,394	1,480	+4	-1
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,058	1,008	1,033	1,006	1,001	1,023	1,017	1,032	1,080	1,159	+5	-1
Household appliance, TV, radio stores.....	319	326	321	319	316	323	322	316	321	314	320	314	321	+1	-1
Lumber, building, hardware, farm equip. group.	189	185	195	180	199	199	192	209	198	198	185	191	194	-10	-8
Automotive group.....	584	563	595	604	618	620	655	654	632	618	616	601	636	-2	+2
Tire, battery, accessory dealers.....	254	254	257	261	243	253	273	270	269	262	254	259	266	+7	+2

¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 15.

³ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: APRIL 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963					1962 ¹									Percentage change, April 1963 from--	
	Jan.	Feb.	Mar. ¹	Apr. ²	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1962	Mar. 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	4,688	4,198	4,267	4,331	3,846	3,936	4,061	4,119	4,178	4,308	4,421	4,524	4,894	+13	+1	
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,076	1,074	1,094	1,126	1,131	1,136	1,136	1,151	1,155	+3	0	
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,228	2,770	2,862	2,967	2,993	3,047	3,172	3,285	3,373	3,739	+17	+2	
General merchandise group.....	3,162	2,733	2,778	2,828	2,401	2,490	2,600	2,635	2,700	2,823	2,914	3,000	3,316	+18	+2	
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,220	1,886	1,961	2,052	2,083	2,122	2,225	2,311	2,365	2,633	+18	+2	
Department stores.....	2,249	1,915	1,949	1,987	1,713	1,775	1,858	1,883	1,911	2,005	2,083	2,128	2,382	+16	+2	
Apparel group.....	234	216	224	233	205	205	202	194	190	194	203	205	251	+14	+4	
Furniture and appliance group.....	339	334	336	336	320	321	322	327	328	326	335	339	350	+5	0	
Tire, battery, accessory dealers.....	264	259	257	266	252	260	279	285	279	278	271	271	280	+6	+4	
CHARGE ACCOUNTS																
United States, total.....	972	887	870	883	874	876	875	866	872	900	934	960	1,067	+1	+1	
Durable-goods stores, total.....	277	267	271	279	295	290	297	315	311	319	331	324	304	-5	+3	
Nondurable-goods stores, total.....	695	620	599	604	579	586	578	551	561	581	603	636	763	+4	+1	
General merchandise group.....	429	371	341	338	327	337	333	312	328	348	353	384	481	+3	-1	
Department stores and dry goods, general merchandise stores.....	392	336	306	304	294	305	298	279	287	307	316	347	440	+3	-1	
Department stores.....	358	306	278	276	276	285	278	260	267	287	295	325	419	0	-1	
Apparel group.....	113	99	103	110	103	101	99	95	90	92	96	97	124	+7	+7	
Furniture and appliance group.....	39	41	41	39	37	34	35	41	38	39	42	43	48	+5	-5	
INSTALLMENT ACCOUNTS																
United States, total.....	3,716	3,311	3,397	3,448	2,972	3,060	3,186	3,253	3,306	3,408	3,487	3,564	3,827	+16	+2	
Durable-goods stores, total.....	849	821	829	824	781	784	797	811	820	817	805	827	851	+6	-1	
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,624	2,191	2,276	2,389	2,442	2,486	2,591	2,682	2,737	2,976	+20	+2	
General merchandise group.....	2,733	2,362	2,437	2,490	2,074	2,153	2,267	2,323	2,372	2,475	2,561	2,616	2,835	+20	+2	
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,916	1,592	1,656	1,754	1,804	1,835	1,918	1,995	2,018	2,193	+20	+2	
Department stores.....	1,891	1,609	1,671	1,711	1,437	1,490	1,580	1,623	1,644	1,718	1,788	1,803	1,963	+20	+2	
Apparel group.....	121	117	121	123	102	104	103	99	100	102	107	108	127	+21	+2	
Furniture and appliance group.....	300	293	295	297	283	287	287	286	290	287	293	296	302	+5	+1	

¹ Final estimates.

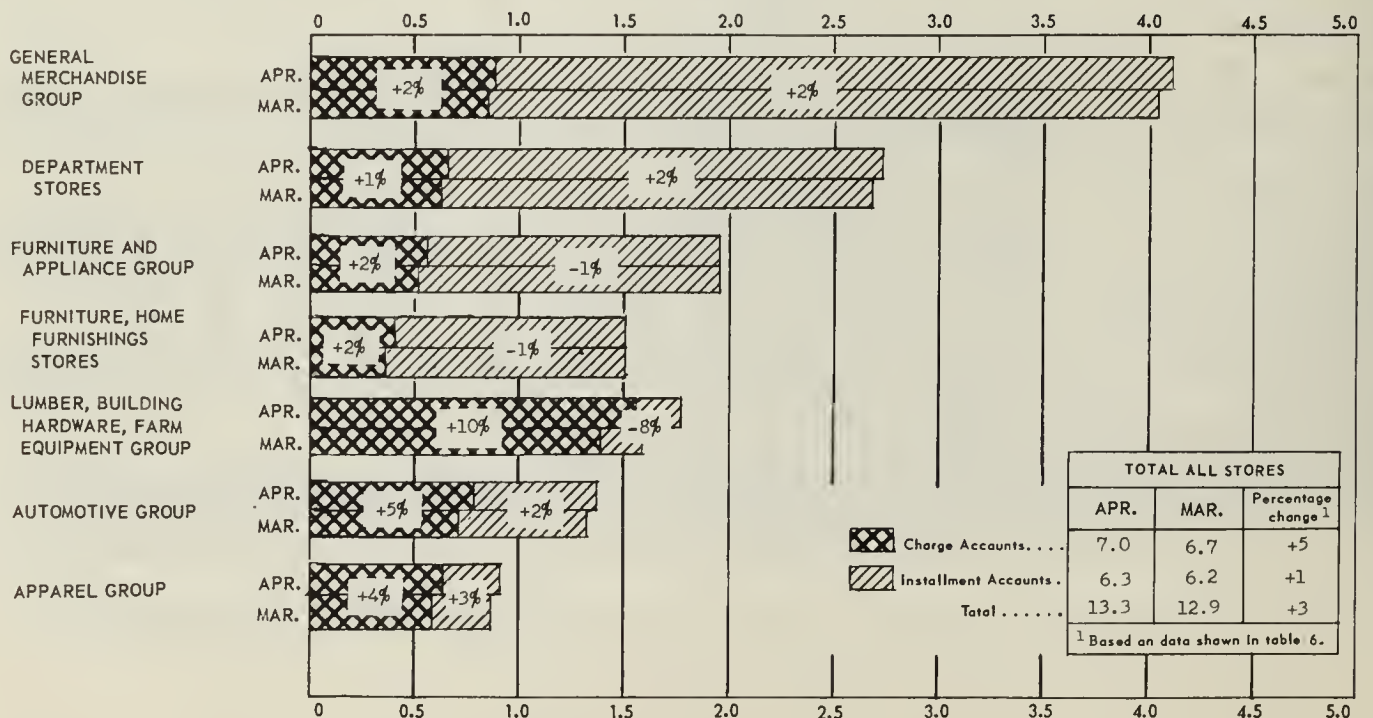
² Preliminary estimates.

See Explanatory Material, page 15.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES BY SELECTED KINDS OF BUSINESS—MARCH AND APRIL 1963

(Billions of dollars)



NOTE: April data are based on preliminary estimates while March data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
Furriers, fur shops.....	5.1-19.5	14.9	Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4	Luggage, leather goods stores.....	3.6-NA	21.2
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Furniture stores.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber, building, hardware, farm equipment group.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards, building materials dealers.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Lumber yards.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Automotive group.....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Passenger car dealers (franchised).....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
Gasoline service stations.....						
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Furniture stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Household appliance, TV, radio stores.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Lumber, building, hardware, farm equipment group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Automotive group.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1
Tire, battery, accessory dealers.....						

Z Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and are, therefore, subject to sampling variability. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error

for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample. Estimates revised in similar fashion are not available for months prior to January 1960. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet

entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability

(see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores. For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

UNIT
GOVERNMENT

DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D.C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

FIRST CLASS MAIL



FOR RELEASE
JULY 9, 1963

BR-63-5

Retail Sales and End-of-Month Accounts Receivable: May 1963

SALES

Total sales of all retail stores in the United States during May 1963 were estimated at \$21.3 billion, 4 percent above sales for April 1963, and 5 percent higher than May 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, May 1963 sales amounted to \$20.3 billion, virtually unchanged from the previous month, and 4 percent above May 1962. Adjusted sales of durable-goods stores in May 1963 declined 1 percent from April 1963, but were 7 percent higher than May 1962. Adjusted sales of nondurable-goods stores rose 1 percent from the previous month and were 3 percent higher than May a year ago.

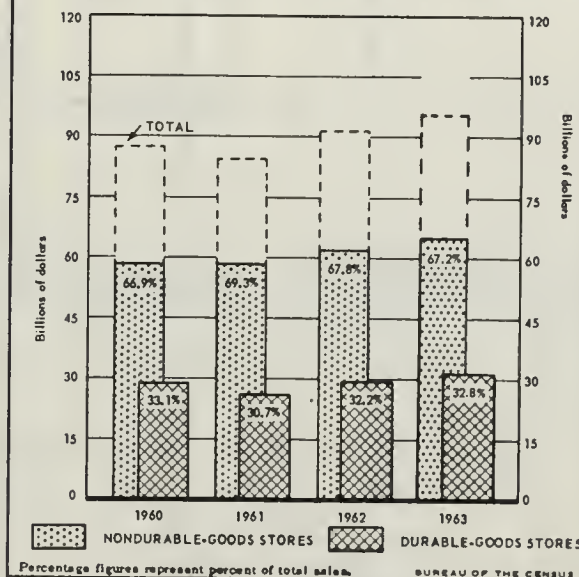
Based on adjusted data, the decrease since April 1963 in sales of durable-goods stores reflected decreases in the automotive group and the lumber, building, hardware, farm equipment group (-3% and -1% respectively). In the nondurable-goods category, the general merchandise group and the apparel group both showed sales increases of 1 percent, while sales of the food group and eating and drinking places were virtually unchanged.

A comparison of adjusted sales of durable-goods stores for May 1963 with those for the same month a year ago showed increases in the furniture and appliance group and the automotive group (+7% each), while the lumber, building, hardware, farm equipment group remained virtually unchanged. In the nondurable-goods category, eating and drinking places reported a year-to-year sales increase of 5 percent, followed by the general merchandise group (+4%) and the food group (+1%). Sales of the apparel group decreased 2 percent from the previous year.

Cumulative sales of all retail stores for the first five months of 1963 amounted to \$96.8 billion or 5 percent above the \$91.6 billion reported for the same period a year ago. On an adjusted basis, all the major kinds-of-business groups showed sales increases, with the exception of the apparel group, which remained virtually unchanged. The automotive group had the highest year-to-year cumulative sales increase (+9%), followed by eating and drinking places, the general merchandise group, and the furniture and appliance group (+6% each).

SALES OF ALL RETAIL STORES— FIRST FIVE MONTHS-1960 THROUGH 1963

[Not adjusted for seasonal variations or trading day differences]



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$13.6 billion in total accounts receivable balances owed by customers as of May 31, 1963. This amount was 6 percent more than the \$12.9 billion reported for May 1962 and 2 percent higher than the \$13.4 billion outstanding at the end of April 1963. The increase in total credit balances from the May 1962 level, based on data not adjusted for seasonal variations, reflected a 9 percent increase in installment account balances and a 3 percent increase in charge account balances. Compared with April 1963, installment balances increased 1 percent and charge balances were up 3 percent.

Total receivable balances of durable-goods stores as of May 31, 1963 were 3 percent higher than balances for the previous month, and 4 percent higher than those outstanding at the end of May 1962. Nondurable-goods stores reported a 1 percent increase in total credit outstanding from the April 1963 total, and an 8 percent increase over the total for the end of May a year ago.

THE LIBRARY OF THE

JUL 25 1963

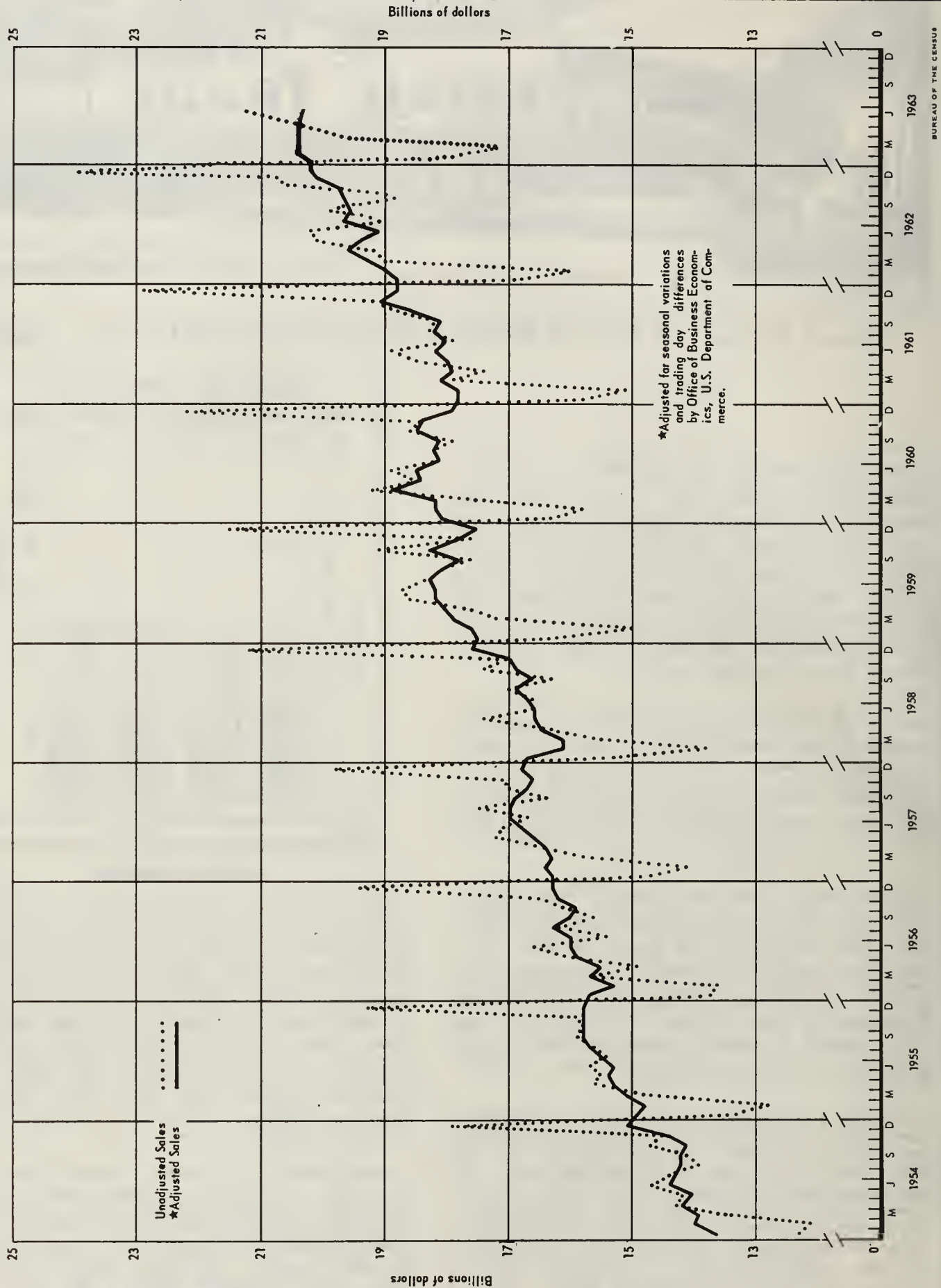


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: MAY 1963

(Millions of dollars)

Kind of business	1963					1962								Total 5 months	
	Jan.	Feb.	Mar.	Apr. ¹	May ²	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,653	20,518	21,298	20,226	20,254	19,138	19,920	18,863	20,576	20,911	24,127	96,817	91,562
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,263	6,828	6,786	6,330	6,321	5,604	6,988	6,742	6,766	31,755	29,405
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	14,035	13,398	13,468	12,808	13,599	13,259	13,588	14,169	17,361	65,062	62,157
Food group.....	4,738	4,467	4,976	4,677	5,065	4,791	5,033	4,733	4,997	4,823	4,803	4,917	5,237	23,923	23,066
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,326	4,563	4,267	4,521	4,369	4,350	4,456	4,732	21,683	20,866
Meat markets.....	124	120	126	123	129	128	127	122	125	121	124	127	134	622	612
Bakery products stores.....	90	83	93	90	93	85	88	84	89	90	95	97	102	449	428
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,568	1,486	1,537	1,566	1,630	1,513	1,485	1,445	1,479	7,040	6,650
Eating places.....	920	859	982	1,027	1,101	1,041	1,086	1,106	1,152	1,062	1,030	994	1,010	4,889	4,583
Restaurants, cafeterias, lunchrooms.....	775	726	818	839	888	836	867	884	928	868	849	825	843	4,046	3,789
Drinking places.....	414	395	439	436	467	445	451	460	478	451	455	451	469	2,151	2,067
General merchandise group.....	1,756	1,627	2,075	2,299	2,297	2,201	2,141	1,926	2,241	2,232	2,372	2,711	4,119	10,054	9,464
Department stores and dry goods, general merchandise stores.....	1,260	1,134	1,492	1,636	1,650	1,574	1,539	1,365	1,584	1,613	1,724	1,959	2,972	7,172	6,711
Department stores.....	1,005	902	1,199	1,315	1,327	1,282	1,262	1,106	1,266	1,303	1,377	1,575	2,422	5,748	5,471
Variety stores.....	259	274	320	384	365	351	352	323	367	352	360	400	751	1,602	1,552
Mail order houses (department store merchandise).....	139	130	159	169	166	163	137	131	180	165	183	245	267	763	716
Apparel group.....	986	826	1,081	1,268	1,170	1,183	1,121	971	1,096	1,193	1,214	1,320	2,127	5,331	5,296
Men's, boys' wear stores ³	204	160	186	224	221	221	233	185	192	206	226	258	467	995	973
Men's, boys' clothing, furnishings stores.....	197	155	180	216	213	217	229	180	187	199	217	250	456	961	952
Women's apparel, accessory stores ⁴	377	326	428	482	460	463	407	368	414	455	468	513	801	2,073	2,050
Women's ready-to-wear stores.....	329	286	382	424	401	403	356	322	363	405	413	450	698	1,822	1,775
Family clothing stores.....	190	157	212	247	230	239	228	194	216	232	248	280	465	1,036	1,057
Shoe stores.....	169	147	205	259	213	214	212	182	215	236	212	209	305	993	991
Furniture and appliances group.....	830	781	838	854	936	876	894	873	948	916	962	1,020	1,216	4,239	3,985
Furniture, home furnishings stores.....	517	502	543	574	614	577	580	573	625	598	627	658	745	2,750	2,591
Furniture stores.....	374	356	387	404	447	423	425	429	472	448	462	478	563	1,968	1,849
Household appliances, TV, radio stores.....	313	279	295	280	322	299	314	300	323	318	335	362	471	1,394	1,394
Household appliance dealers.....	228	201	211	206	235	239	252	242	253	245	250	270	346	1,081	1,071
Lumber, building, hardware, farm equipment group.....	921	886	1,128	1,359	1,436	1,428	1,434	1,397	1,435	1,343	1,420	1,271	1,190	5,730	5,578
Lumber yards, building materials dealers ⁵	520	493	604	748	839	814	829	850	874	782	846	760	609	3,204	3,188
Lumber yards.....	347	324	398	498	552	535	558	572	595	522	560	500	398	2,119	2,033
Hardware stores.....	175	156	191	229	247	249	239	220	222	217	222	216	312	998	980
Automotive group.....	3,487	3,309	3,926	4,262	4,302	4,026	3,944	3,567	3,421	2,808	4,082	3,869	3,434	19,286	17,669
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,033	4,064	3,786	3,734	3,334	3,194	2,599	3,850	3,641	3,139	18,286	16,672
Passenger car dealers ⁶	3,215	3,043	3,608	3,871	3,901	3,648	3,532	3,177	3,062	2,495	3,736	3,542	3,053	17,638	16,151
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,546	3,559	3,292	3,174	2,838	2,716	2,199	3,404	3,229	2,784	16,069	14,632
Tire, battery, accessory dealers.....	178	161	194	229	238	240	247	233	227	209	232	228	295	1,000	997
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,636	1,577	1,623	1,647	1,662	1,564	1,604	1,561	1,629	7,688	7,355
Other retail stores.....	2,669	2,542	2,665	2,762	2,888	2,658	2,527	2,458	2,490	2,471	2,634	2,797	3,696	13,526	12,499
Drug and proprietary stores.....	649	641	667	652	673	669	667	646	658	632	647	660	880	3,282	3,242
Drug stores.....	630	623	647	632	653	647	642	619	632	606	623	636	848	3,185	3,136
Liquor stores.....	409	386	427	429	459	424	435	437	461	436	447	488	700	2,110	1,997
Data ADJUSTED for seasonal variations and trading day differences ⁷															
United States, total.....	20,247	20,350	20,365	20,320	20,319	19,508	19,163	19,761	19,645	19,693	19,821	20,230	20,203	101,601	96,434
Durable-goods stores, total.....	6,477	6,583	6,625	6,660	6,588	6,169	6,029	6,378	6,128	6,125	6,481	6,523	6,453	32,933	30,578
Nondurable-goods stores, total.....	13,770	13,767	13,740	13,660	13,731	13,339	13,134	13,383	13,517	13,568	13,340	13,707	13,750	68,668	65,856
Food group.....	4,943	4,897	4,807	4,846	4,856	4,801	4,722	4,835	4,856	4,915	4,846	4,813	4,928	24,349	23,684
Grocery stores.....	4,485	4,439	4,359	4,380	4,380	4,335	4,269	4,368	4,391	4,453	4,390	4,360	4,474	22,043	21,406
Eating and drinking places.....	1,463	1,502	1,513	1,522	1,519	1,444	1,464	1,404	1,461	1,454	1,443	1,486	1,465	7,519	7,112
General merchandise group.....	2,320	2,319	2,421	2,328	2,357	2,263	2,193	2,283	2,294	2,332	2,229	2,393	2,340	11,745	11,028
Department stores.....	1,336	1,334	1,417	1,332	1,364	1,315	1,294	1,340	1,303	1,362	1,254	1,355	1,389	6,783	6,414
Variety stores.....	373	378	377	393	387	376	374	381	368	371	392	356	356	1,908	1,861
Mail order houses (department store mchse.)..	177	172	183	175	171	167	160	167	181	182	163	177	167	878	822
Apparel group.....	1,220	1,214	1,212	1,170	1,176	1,196	1,114	1,200	1,224	1,203	1,160	1,231	1,219	5,992	5,975
Men's, boys' wear stores ³	230	236	232	233	230	236	208	229	237	236	225	231	231	1,161	1,141
Women's apparel, accessory stores ⁴	461	461	466	443	451	451	431	462	463	467	442	483	467	2,282	2,250
Shoe stores.....	215	216	220	206	206	205	198	208	223	208	211	217	222	1,073	1,073
Furniture and appliance group.....	941	951	955	919	937	876	861	908	909	951	891	924	949	4,703	4,416
Furniture, home furnishings stores.....	600	611	614	601	601	562	565	604	595	625	574	585	603	3,027	2,847
Household appliance, TV, radio stores.....	341	340	341	318	336	314	296	304	314	326	317	339	346	1,676	1,569
Lumber, building, hardware, farm equipment group.....	1,266	1,261	1,302	1,272	1,263	1,257	1,212	1,269	1,261	1,251	1,237	1,300	1,308	6,364	6,220
Lumber yards, building materials dealers ⁵	714	710	730	735	754	728	713	763	736	710	718	744	708	3,643	3,632
Hardware stores.....	227	216	225	213	214	218	210	215	215	223	209	217	247	1,095	1,082
Automotive group.....	3,726	3,792	3,778	3,900	3,775	3,520	3,436	3,658	3,423	3,372	3,832	3,760	3,662	18,971	17,432
Passenger car, other automotive dealers.....	3,502	3,570	3,549	3,675	3,556	3,297	3,220	3,446	3,218	3,149	3,610	3,533	3,418	17,852	16,312
Tire, battery, accessory dealers.....	224	222	229	225	219	223	216	212	205	223	222	227	244	1,119	1,120
Gasoline service stations.....	1,639	1,608	1,607	1,607	1,599	1,533	1,553	1,525	1,546	1,563	1,566	1,566	1,605	8,060	7,714
Drug and proprietary stores.....	663	688	679	675	676	677	680	674	673	651	648	690	686	3,381	3,330
Liquor stores.....	460	459	459	469	483	448	433	448	471	436	456	473	448	2,330	2,221

¹ Final estimates.² Preliminary estimates.³ Includes men's, boys' clothing, furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.⁷ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: MAY 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	May 1963 from--		5 months 1963 from 5 months 1962		May 1963 from--		5 months 1963 from 5 months 1962
	May 1962	April 1963			May 1962	April 1963	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+5	+4	+6	Furniture and appliance group.....	+7	+10	+6
Durable-goods stores, total.....	+6	+4	+8	Furniture stores.....	+6	+11	+6
Nondurable-goods stores, total....	+5	+4	+5	Floor coverings stores*.....	+26	+1	+15
Food group.....	+6	+8	+4	Household appliance, TV, radio stores.....	+8	+15	+7
Grocery stores.....	+6	+8	+4	Household appliance stores.....	-2	+14	+1
Meat markets.....	+1	+5	+2	TV, radio stores*.....	+45	+18	+27
Fruit stores, vegetable markets*....	+15	+25	+10	Lumber, building, hardware, farm equipment group.....	+1	+6	+3
Candy, nut, confectionery stores*....	+4	-3	-4	Lumber, building materials dealers..	+3	+12	+1
Bakery products stores.....	+9	+3	+5	Lumber yards.....	+3	+11	+4
Delicatessen stores*.....	+13	+24	-1	Paint, glass, wallpaper stores*....	+15	+11	+7
Eating and drinking places.....	+6	+7	+6	Heating and plumbing equipment dealers*.....	-15	+5	-21
Eating places.....	+6	+7	+7	Hardware stores.....	-1	+8	+2
Restaurants, cafeterias, lunch- rooms.....	+6	+6	+7	Farm equipment dealers*.....	-4	-9	+8
Drinking places.....	+5	+7	+4	Automotive group.....	+7	+1	+9
General merchandise group.....	+4	0	+6	Passenger car dealers.....	+7	+1	+9
Department stores and dry goods, general merchandise stores.....	+5	+1	+7	Passenger car dlrs. (franchised)..	+8	0	+10
Department stores.....	+4	+1	+5	Tire, battery, accessory dealers....	-1	+4	0
Variety stores.....	+4	-5	+3	Gasoline service stations.....	+4	+4	+5
Mail order houses (department store merchandise).....	+2	-2	+7	Fuel, fuel oil dealers*.....	+8	-20	+9
Apparel group.....	-1	-8	+1	Fuel dealers, except fuel oil*.....	+15	-17	+8
Men's, boys' clothing, furnishings stores.....	-2	-1	+1	Fuel oil dealers*.....	+4	-22	+10
Men's, boys' clothing stores*.....	+1	-1	+4	Drug and proprietary stores.....	+1	+3	+1
Men's, boys' furnishings stores*..	-12	-5	-9	Drug stores.....	+1	+3	+2
Women's ready-to-wear stores.....	0	-5	+3	Liquor stores.....	+8	+7	+6
Family clothing stores.....	-4	-7	-2	Jewelry stores*.....	+7	+22	+8
Women's apparel, accessory, specialty stores*.....	-2	-2	-4	Florists*.....	+24	+15	+16
Shoe stores.....	0	-18	0	Book stores*.....	+48	+20	+29
				Stationery stores*.....	+22	+4	+19
				Music stores*.....	+20	+2	+14
				Camera, photographic supply stores*..	+26	+12	+29
				Optical goods stores*.....	0	+7	+10
				Typewriter stores*.....	0	-13	+31

Based on data ADJUSTED for seasonal variations and trading day differences¹

United States, total.....	+4	0	+5	Furniture and appliance group.....	+7	+2	+6
Durable-goods stores, total.....	+7	-1	+8	Furniture, home furnishings stores..	+7	0	+6
Nondurable-goods stores, total....	+3	+1	+4	Household appliance, TV, radio stores.	+7	+6	+7
Food group.....	+1	0	+3	Lumber, building, hardware, farm equipment group.....	0	-1	+2
Grocery stores.....	+1	0	+3	Lumber, building materials dealers.	+4	+3	0
Eating and drinking places.....	+5	0	+6	Hardware stores.....	-2	0	+1
General merchandise group.....	+4	+1	+6	Automotive group.....	+7	-3	+9
Department stores.....	+4	+2	+6	Passenger car and other automotive dealers.....	+8	-3	+9
Variety stores.....	+3	-2	+3	Tire, battery, accessory dealers...	-2	-3	0
Mail order houses (department store merchandise).....	+2	-2	+7	Gasoline service stations.....	+4	0	+4
Apparel group.....	-2	+1	0	Drug and proprietary stores.....	0	0	+2
Men's, boys' wear stores.....	-3	-1	+2	Liquor stores.....	+8	+3	+5
Women's apparel, accessory stores...	0	+2	+1				
Shoe stores.....	0	0	-1				

* See Explanatory Material, page 15.

¹ Adjusted data based on adjustment factors as developed by Office of Business Economics, U.S. Department of Commerce.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MAY 1963

(Millions of dollars)															
Kind of business	1963					1962								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
	Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	4,075	3,826	4,571	4,651	4,857	4,594	4,698	4,269	4,670	4,559	4,692	5,056	6,527	21,980	21,105
Durable-goods stores, total.....	283	272	324	355	384	368	368	362	378	356	392	395	468	1,618	1,552
Nondurable-goods stores, total.....	3,792	3,554	4,247	4,296	4,473	4,226	4,330	3,907	4,292	4,203	4,300	4,661	6,059	20,362	19,553
Food group.....	1,951	1,842	2,119	1,920	2,123	1,964	2,096	1,873	2,015	1,946	1,943	2,053	2,165	9,955	9,604
Grocery stores ¹	1,897	1,790	2,067	1,862	2,063	1,908	2,041	1,818	1,960	1,893	1,890	2,000	2,103	9,679	9,341
Eating and drinking places.....	91	89	102	102	107	104	106	105	106	101	103	99	101	491	481
General merchandise group.....	1,120	1,035	1,329	1,504	1,499	1,424	1,402	1,262	1,459	1,436	1,519	1,734	2,664	6,487	6,092
Department stores and dry goods, general															
merchandise stores.....	792	708	950	1,058	1,070	1,012	1,002	887	1,008	1,019	1,077	1,214	1,849	4,578	4,289
Department stores.....	689	618	829	921	934	883	875	770	870	885	939	1,062	1,617	3,991	3,734
Variety stores.....	191	204	241	294	276	268	271	248	285	271	279	307	578	1,206	1,165
Apparel group.....	232	202	283	353	315	315	299	250	291	318	314	346	546	1,385	1,371
Men's, boys' wear stores ²	24	19	25	29	29	29	30	22	23	25	30	35	58	126	128
Women's apparel, accessory stores ³	93	82	116	141	135	128	116	100	115	125	124	143	228	567	539
Women's ready-to-wear stores.....	86	76	107	129	124	116	105	91	106	115	114	132	209	522	490
Shoe stores.....	70	64	87	113	90	97	95	79	96	105	93	93	142	424	431
Furniture and appliance group.....	72	71	85	83	91	88	84	85	90	89	101	104	119	402	398
Tire, battery, accessory dealers.....	69	62	77	92	97	100	101	96	91	86	92	92	126	397	403
Other retail stores.....	364	362	389	394	410	387	395	383	395	386	407	431	604	1,919	1,820
Drug and proprietary stores.....	129	128	135	134	138	132	135	129	131	129	132	137	213	664	634
Liquor stores.....	85	84	96	93	100	90	94	92	96	91	98	106	169	458	429

Data ADJUSTED for seasonal variations and trading day differences⁴

United States, total.....	4,731	4,732	4,799	4,713	4,741	4,591	4,523	4,635	4,670	4,691	4,610	4,743	4,741	23,716	22,850
Grocery stores ¹	1,965	1,951	1,927	1,944	1,955	1,906	1,899	1,913	1,921	1,936	1,940	1,937	1,965	9,742	9,485
Eating and drinking places.....	98	101	104	105	105	102	102	99	99	99	100	102	101	513	502
General merchandise group.....	1,505	1,510	1,600	1,519	1,522	1,451	1,420	1,472	1,487	1,496	1,428	1,523	1,503	7,656	7,191
Department stores.....	923	922	995	920	932	878	870	896	886	916	863	929	962	4,692	4,377
Variety stores.....	280	284	287	298	292	287	275	287	302	284	288	302	269	1,441	1,398
Apparel group.....	315	319	318	305	314	311	291	314	330	313	305	320	309	1,571	1,551
Men's, boys' wear stores ²	27	31	31	27	30	30	28	30	32	30	29	29	28	146	149
Women's apparel, accessory stores ³	130	131	132	124	129	122	117	125	127	129	121	130	125	646	616
Shoe stores.....	95	97	97	94	91	93	86	92	98	93	95	97	93	474	472
Tire, battery, accessory dealers.....	88	86	91	90	84	89	87	89	86	93	90	94	98	439	449
Drug and proprietary stores.....	138	146	139	139	141	134	136	134	135	135	136	142	142	703	673

¹ Based on weekly sales figures converted to calendar month totals. For May 1963, weekly sales (in millions of dollars) were as follows: For week ending May 4 = 471; May 11 = 448; May 18 = 453; May 25 = 448; June 1 = 453.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁴ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MAY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963					1962 ¹									Total 5 months	
	Jan.	Feb.	Mar.	Apr. ¹	May ²	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
United States, total.....	4,901	4,592	5,469	5,574	5,787	5,396	5,499	5,041	5,526	5,413	5,622	6,044	7,767	26,323	24,754	
Food group.....	2,211	2,087	2,383	2,166	2,383	2,178	2,314	2,097	2,251	2,184	2,200	2,300	2,439	11,230	10,628	
Grocery stores.....	2,138	2,016	2,309	2,086	2,299	2,096	2,236	2,019	2,174	2,110	2,125	2,225	2,354	10,848	10,223	
Eating and drinking places.....	135	129	147	148	156	144	150	149	156	148	150	149	153	715	669	
General merchandise group.....	1,235	1,148	1,476	1,660	1,653	1,567	1,529	1,373	1,614	1,601	1,694	1,953	2,973	7,172	6,683	
Department stores and dry goods, general merchandise stores.....	880	792	1,064	1,181	1,193	1,111	1,098	973	1,126	1,145	1,212	1,368	2,073	5,110	4,693	
Department stores.....	753	679	913	1,010	1,022	953	945	831	943	968	1,033	1,168	1,782	4,377	4,038	
Drug and proprietary stores.....	156	154	162	160	168	160	164	159	164	158	161	166	256	800	771	

¹ Final estimates.

² Preliminary estimates. } See Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Revised Geographic Area Data

The data previously shown as Table 5--"Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Census Region," and as Table 6--"Percentage Change in Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Specified Standard Metropolitan Areas" have been omitted from this publication. Monthly retail sales data for Census regions and other geographic areas, covering all retail stores rather than only stores that are part of firms operating one to ten stores, are included in a supplementary publication which is released subsequent to the release date of this report. The first supplementary publication covered the data month of April 1963 and was released June 18, 1963.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: MAY 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales			Area	Percentage change in sales		
	May 1963 from--		5 mos. 1963 from 5 mos. 1962		May 1963 from--		5 mos. 1963 from 5 mos. 1962
	May 1962	April 1963			May 1962	April 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+6	+4	+2
				New York City.....	+2	+3	-4
Akron, Ohio.....	0	+2	+1	Newark, N. J.....	+7	+4	+3
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Norfolk-Portsmouth, Va.....	-4	-2	+1
Asheville, N. C.....	-1	-1	+4	Oklahoma City, Okla.....	+2	+1	+4
Atlanta, Ga.....	-6	-6	+6	Omaha, Nebr.....	-3	-2	+2
Augusta, Ga.....	-1	+5	+4	Peoria, Ill.....	-5	+1	+1
				Philadelphia, Pa.....	-3	+6	-3
Baltimore, Md.....	+4	-3	+2	Phoenix, Ariz.....	NA	NA	NA
Baton Rouge, La.....	+18	+8	+14	Pittsburgh, Pa.....	-1	-3	-1
Binghamton, N. Y.....	-2	+6	-2	Portland, Oreg.....	+7	+2	+4
Birmingham, Ala.....	-15	-4	-5	Reading, Pa.....	-1	+5	0
Boston, Mass.....	+6	0	+4	Richmond, Va.....	0	+6	+2
				Rochester, N. Y.....	+4	-2	+5
Buffalo, N. Y.....	+7	0	+7	Sacramento, Calif.....	+14	+4	+7
Canton, Ohio.....	0	+8	-1	St. Louis, Mo.....	-5	+4	-2
Chattanooga, Tenn.....	+3	+17	+1	Salt Lake City, Utah.....	+6	-1	+5
Chicago, Ill.....	0	+4	+3	San Antonio, Tex.....	+3	+4	+7
Cincinnati, Ohio.....	-8	-5	-1	San Bernardino, Calif.....	+5	NA	+7
				San Diego, Calif.....	+5	+4	+5
Cleveland, Ohio.....	0	-2	-2	Savannah, Ga.....	+9	+10	+8
Columbus, Ga.....	NA	NA	NA	Seattle, Wash.....	-7	+7	-7
Columbus, Ohio.....	0	-5	+3	Shreveport, La.....	+3	+5	+6
Corpus Christi, Tex.....	+6	+1	+2	South Bend, Ind.....	-5	0	-1
Dallas, Tex.....	+1	+3	+3	Spokane, Wash.....	+6	+2	+1
				Springfield, Mo.....	+3	-3	+2
Denver, Colo.....	+6	0	+4	Springfield, Ohio.....	+4	-1	+7
Des Moines, Iowa.....	0	0	+4	Syracuse, N. Y.....	+1	-9	0
Detroit, Mich.....	-1	+2	+3	Tacoma, Wash.....	+1	+1	-1
El Paso, Tex.....	-9	0	-1	Tampa-St. Petersburg, Fla.....	+8	-3	+7
Erie, Pa.....	0	+3	-2				
Evansville, Ind.....	NA	NA	NA	Toledo, Ohio.....	-1	-7	0
Flint, Mich.....	0	-2	+8	Trenton, N. J.....	-1	+6	0
Fort Wayne, Ind.....	-4	-7	+1	Tulsa, Okla.....	+2	+2	+6
Fort Worth, Tex.....	NA	NA	NA	Utica-Rome, N. Y.....	+16	-8	+12
Grand Rapids, Mich.....	-4	0	-2	Waco, Tex.....	+1	+5	+4
				Washington, D. C.....	+5	+4	+7
Houston, Tex.....	+4	-4	+5	Wheeling, W. Va.....	-2	+5	-1
Indianapolis, Ind.....	+2	+1	+3	Wichita, Kans.....	-5	+5	-2
Jacksonville, Fla.....	+11	+6	+12	Worcester, Mass.....	+2	-4	-1
Kansas City, Mo.....	+5	+5	+6	Youngstown, Ohio.....	-6	-3	-7
Knorrville, Tenn.....	-1	+4	-1				
				CITIES			
Lancaster, Pa.....	+1	+7	+1	Bridgeport, Conn.....	-2	+6	-1
Lexington, Ky.....	0	-11	+1	Bristol, Tenn.-Va.....	+2	-3	-3
Los Angeles-Long Beach, Calif.....	+8	-5	+8	Duluth, Minn.-Superior, Wia.....	-1	+3	-3
Louisville, Ky.....	-5	-10	+2	Minneapolis, Minn.....	+4	+1	+6
Macon, Ga.....	+3	+5	+4	Oakland-Berkeley, Calif.....	-1	-1	-2
Memphis, Tenn.....	+1	+11	+4	Portamouth, Ohio.....	-12	-9	-9
Miami, Fla.....	+11	-7	+7	Rome, Ga.....	+5	+5	+6
Milwaukee, Wis.....	+2	-5	-1	St. Paul, Minn.....	-8	-6	-3
Mobile, Ala.....	+1	+7	+3	San Francisco, Calif.....	+3	-1	-1
New Orleans, La.....	+5	+1	+9	Springfield, Masa.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: MAY 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963					1962 ¹								Percentage change, May 1963 from—	
	Jan.	Feb.	Mar.	Apr. ¹	May ²	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1962	Apr. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,474	12,700	12,912	13,352	13,645	12,868	13,010	12,948	13,045	13,156	13,390	13,557	14,299	+6	+2
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,164	5,948	6,088	6,153	6,213	6,148	6,245	6,203	6,241	+4	+3
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,481	6,920	6,922	6,795	6,832	7,008	7,145	7,354	8,058	+8	+1
Food group.....	328	320	332	326	336	343	354	351	364	365	355	345	354	-2	+3
Grocery stores.....	270	270	276	272	283	291	305	295	300	303	297	288	297	-3	+4
Eating and drinking places.....	87	81	80	76	75	64	64	58	60	57	70	76	96	+17	-1
General merchandise group.....	4,510	3,994	4,031	4,144	4,226	3,744	3,843	3,838	3,885	4,030	4,131	4,278	4,782	+13	+2
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,224	2,856	2,941	2,940	2,961	3,080	3,183	3,278	3,720	+13	+2
Department stores.....	3,104	2,685	2,695	2,788	2,840	2,559	2,638	2,634	2,642	2,758	2,847	2,934	3,340	+11	+2
Mail order houses (department stores mdse.)..	850	791	805	812	836	739	751	755	770	794	803	838	879	+13	+3
Apparel group.....	998	913	932	950	907	898	873	821	828	893	926	930	1,090	+1	-5
Women's ready-to-wear stores.....	453	414	438	448	427	414	386	363	367	402	420	429	509	+3	-5
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,042	1,915	1,909	1,876	1,926	1,919	1,982	2,010	2,130	+7	+3
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,550	1,442	1,429	1,410	1,460	1,468	1,500	1,535	1,636	+7	+3
Furniture stores.....	1,454	1,392	1,387	1,366	1,418	1,303	1,290	1,274	1,321	1,316	1,332	1,367	1,481	+9	+4
Household appliance, TV, radio stores.....	472	479	472	482	492	473	480	466	466	451	482	475	494	+4	+2
Household appliance dealers.....	408	419	416	413	424	415	427	419	412	400	421	419	432	+2	+3
Lumber, building, hardware, farm equip. group.....	1,619	1,587	1,634	1,769	1,857	1,830	1,890	1,989	2,001	1,982	1,995	1,936	1,747	+1	+5
Lumber yards, building materials dealers....	1,177	1,136	1,125	1,231	1,295	1,292	1,320	1,395	1,426	1,421	1,445	1,438	1,265	0	+5
Lumber yards.....	878	852	836	917	959	967	1,002	1,063	1,077	1,066	1,066	1,059	951	-1	+5
Automotive group.....	1,329	1,276	1,349	1,401	1,420	1,452	1,483	1,478	1,462	1,418	1,470	1,421	1,432	-2	+1
Passenger car dealers.....	877	834	897	947	949	985	990	976	967	935	986	933	939	-4	0
Passenger car dealers (franchised).....	821	775	830	867	868	903	913	907	895	867	916	864	872	-4	0
Tire, battery, accessory dealers.....	422	412	422	429	435	438	461	463	456	448	443	447	459	-1	+1
Gasoline service stations.....	431	419	436	460	474	447	462	459	457	441	456	455	420	+6	+3
Other retail stores.....	2,099	2,101	2,134	2,241	2,308	2,175	2,132	2,078	2,062	2,051	2,005	2,106	2,248	+6	+3
CHARGE ACCOUNTS															
United States, total.....	6,842	6,586	6,658	7,032	7,232	7,008	7,008	6,898	6,973	6,977	7,153	7,223	7,441	+3	+3
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,398	3,278	3,377	3,422	3,489	3,434	3,578	3,488	3,312	+4	+5
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,834	3,730	3,631	3,476	3,484	3,543	3,575	3,735	4,129	+3	+1
Food group.....	321	312	325	319	330	331	340	344	356	357	347	338	346	0	+3
General merchandise group.....	1,034	928	873	890	909	890	881	834	845	877	881	958	1,185	+2	+2
Department stores and dry goods, general merchandise stores.....	942	838	782	793	812	794	781	737	741	771	787	856	1,087	+2	+2
Department stores.....	820	715	662	673	694	694	684	644	647	680	692	760	970	0	+3
Apparel group.....	727	651	664	682	656	657	639	589	593	656	677	696	827	0	-4
Furniture and appliance group.....	630	608	591	610	623	559	581	560	582	588	630	616	650	+11	+2
Furniture, home furnishings stores.....	477	454	440	461	476	409	423	409	437	451	468	455	477	+16	+3
Lumber, building, hardware, farm equip. group.....	1,430	1,402	1,439	1,580	1,663	1,631	1,698	1,782	1,803	1,784	1,810	1,745	1,553	+2	+5
Lumber yards, building materials dealers....	1,109	1,068	1,062	1,173	1,237	1,231	1,269	1,333	1,367	1,360	1,386	1,378	1,204	0	+5
Lumber yards.....	823	798	787	873	916	922	966	1,017	1,033	1,022	1,023	1,014	903	-1	+5
Automotive group.....	745	713	754	795	813	832	828	824	830	800	854	820	796	-2	+2
Passenger car dealers (franchised).....	540	516	548	581	579	604	599	585	592	566	607	578	554	-4	0
Gasoline service stations.....	419	410	427	451	466	432	446	442	446	429	445	445	409	+8	+3
INSTALLMENT ACCOUNTS															
United States, total.....	6,632	6,114	6,254	6,320	6,413	5,860	6,002	6,050	6,072	6,179	6,237	6,334	6,858	+9	+1
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,766	2,670	2,711	2,731	2,724	2,714	2,667	2,715	2,929	+4	+2
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,647	3,190	3,291	3,319	3,348	3,465	3,570	3,619	3,929	+14	+1
General merchandise group.....	3,476	3,066	3,158	3,254	3,317	2,854	2,962	3,004	3,040	3,153	3,250	3,320	3,597	+16	+2
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,412	2,062	2,160	2,203	2,220	2,309	2,396	2,422	2,633	+17	+2
Department stores.....	2,284	1,970	2,033	2,115	2,146	1,865	1,954	1,990	1,995	2,078	2,155	2,174	2,370	+15	+1
Apparel group.....	271	262	268	268	251	241	234	232	235	237	249	234	263	+4	-6
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,419	1,356	1,328	1,316	1,344	1,331	1,352	1,394	1,480	+5	+3
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,074	1,033	1,006	1,001	1,023	1,017	1,032	1,080	1,159	+4	+3
Household appliances, TV, radio stores.....	319	326	321	333	345	323	322	316	321	314	320	314	321	+7	+4
Lumber, building, hardware, farm equip. group.....	189	185	195	189	194	199	192	209	198	198	185	191	194	-3	+3
Automotive group.....	584	563	595	606	607	620	655	654	632	618	616	601	636	-2	0
Tire, battery, accessory dealers.....	254	254	257	258	252	253	273	270	269	262	254	259	266	0	-2

¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 15.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: MAY 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963					1962								Percentage change, May 1963 from	
	Jan.	Feb.	Mar.	Apr.	May	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1962	Apr. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	4,688	4,198	4,267	4,377	4,457	3,936	4,061	4,119	4,178	4,308	4,421	4,524	4,894	+13	+2
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,118	1,074	1,094	1,126	1,131	1,136	1,136	1,151	1,155	+4	+1
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,274	3,339	2,862	2,967	2,993	3,047	3,172	3,285	3,373	3,739	+17	+2
General merchandise group.....	3,162	2,733	2,778	2,873	2,938	2,490	2,600	2,635	2,700	2,823	2,914	3,000	3,316	+18	+2
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,305	1,961	2,052	2,083	2,122	2,225	2,311	2,365	2,633	+18	+2
Department stores.....	2,249	1,915	1,949	2,028	2,059	1,775	1,858	1,883	1,911	2,005	2,083	2,128	2,382	+16	+2
Apparel group.....	234	216	224	230	224	205	202	194	190	194	203	205	251	+9	-3
Furniture and appliance group.....	339	334	336	335	336	321	322	327	328	326	335	339	350	+5	0
Tire, battery, accessory dealers.....	264	259	257	264	270	260	279	285	279	278	271	271	280	+4	+2
CHARGE ACCOUNTS															
United States, total.....	972	887	870	888	922	876	875	866	872	900	934	960	1,067	+5	+4
Durable-goods stores, total.....	277	267	271	280	303	290	297	315	311	319	331	324	304	+4	+8
Nondurable-goods stores, total.....	695	620	599	608	619	586	578	551	561	581	603	636	763	+6	+2
General merchandise group.....	429	371	341	341	348	337	333	312	328	348	353	384	481	+3	+2
Department stores and dry goods, general merchandise stores.....	392	336	306	306	312	305	298	279	287	307	316	347	440	+3	+2
Department stores.....	358	306	278	278	284	285	278	260	267	287	295	325	419	0	+2
Apparel group.....	113	99	103	108	106	101	99	95	90	92	96	97	124	+5	-2
Furniture and appliance group.....	39	41	41	40	40	34	35	41	38	39	42	43	48	+18	0
INSTALLMENT ACCOUNTS															
United States, total.....	3,716	3,311	3,397	3,489	3,535	3,060	3,186	3,253	3,306	3,408	3,487	3,564	3,827	+16	+1
Durable-goods stores, total.....	849	821	829	823	815	784	797	811	820	817	805	827	851	+4	-1
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,666	2,720	2,276	2,389	2,442	2,486	2,591	2,682	2,737	2,976	+20	+2
General merchandise group.....	2,733	2,362	2,437	2,532	2,590	2,153	2,267	2,323	2,372	2,475	2,561	2,616	2,835	+20	+2
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,992	1,656	1,754	1,804	1,835	1,918	1,995	2,018	2,193	+20	+2
Department stores.....	1,891	1,609	1,671	1,750	1,775	1,490	1,580	1,623	1,644	1,718	1,788	1,803	1,963	+19	+1
Apparel group.....	121	117	121	122	118	104	103	99	100	102	107	108	127	+13	-3
Furniture and appliance group.....	300	293	295	295	296	287	287	286	290	287	293	296	302	+3	0

¹ Final estimates.

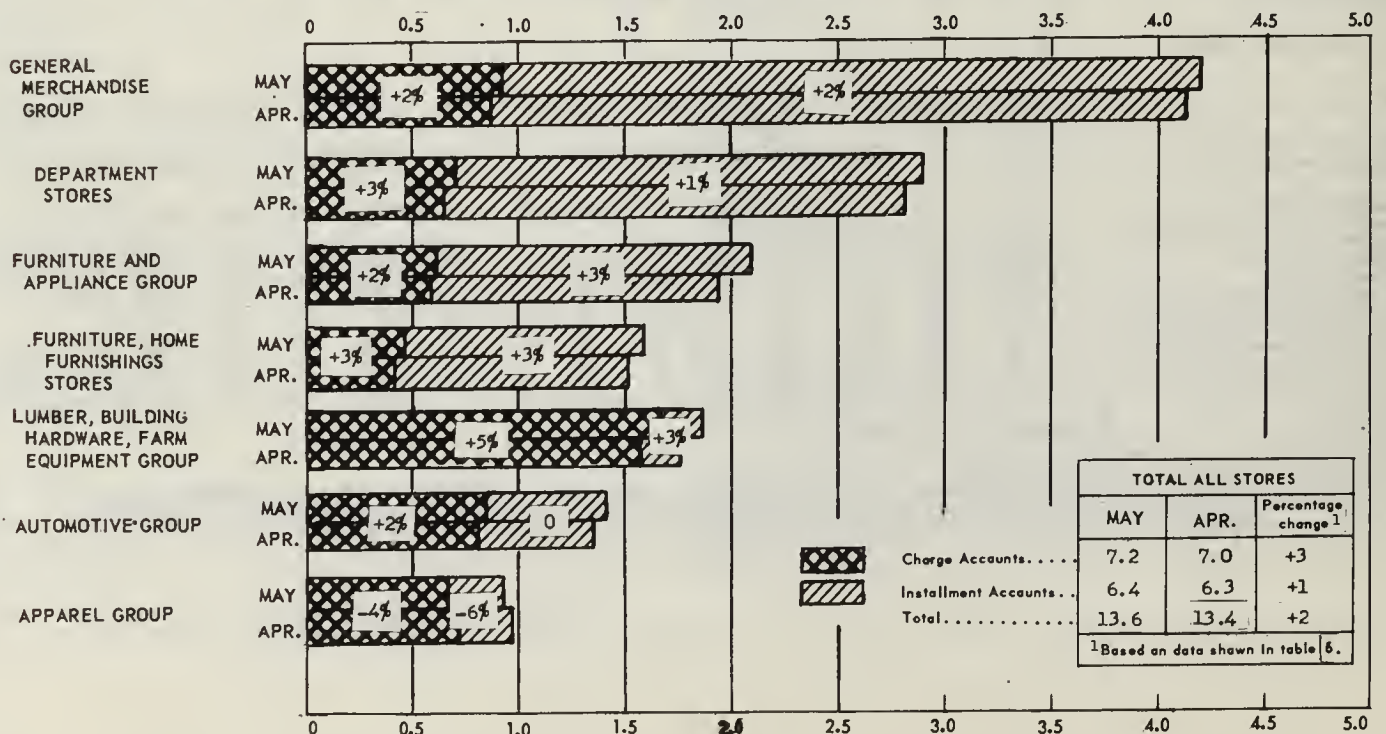
² Preliminary estimates.

See Explanatory Material, page 15.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES BY SELECTED KINDS OF BUSINESS—APRIL AND MAY 1963

(Billions of dollars)



NOTE: May data are based on preliminary estimates while April data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 4.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(2)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(2)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(2)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(2)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(2)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(2)-1.4	(2)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.1	(2)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(2)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(2)-0.2	(2)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(2)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(2)-0.1	(2)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(2)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(2)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

² Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty, regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales fig-

ures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores. For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

**UNITED STATES
GOVERNMENT PRINTING OFFICE**
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D.C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

FIRST CLASS MAIL

21
33/222

Comm.



FOR RELEASE
AUGUST 7, 1963

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

BR-63-6

Retail Sales and End-of-Month Accounts Receivable: JUNE 1963

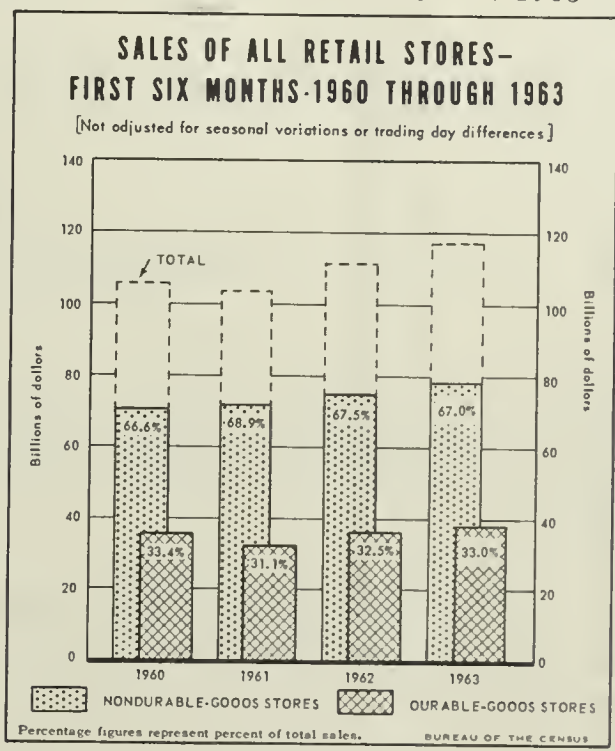
SALES

Total sales of all retail stores in the United States during June 1963 were estimated at \$20.8 billion, 2 percent below sales for May 1963, but 2 percent higher than June 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, June 1963 sales amounted to \$20.5 billion, 1 percent above the previous month, and 7 percent higher than June a year ago. Adjusted sales of durable-goods stores in June 1963 increased 1 percent over May 1963, and were 10 percent above June 1962. Adjusted sales of nondurable-goods stores also rose 1 percent from the previous month and were 6 percent higher than June a year ago.

Based on adjusted data, the increase since May 1963 in sales of durable-goods stores reflected increases in the furniture and appliance group (+2%) and the automotive group (+1%). Sales of the lumber, building, hardware, farm equipment group were unchanged from the previous month. In the nondurable-goods category, the general merchandise group and the food group showed sales increases over the previous month, of 5 percent and 2 percent respectively, while sales of eating and drinking places and the apparel group were virtually unchanged.

A comparison of adjusted sales of durable-goods stores for June 1963 with those for the same month a year ago showed an increase in the automotive group of 11 percent, accompanied by increases in the furniture and appliance group (+10%), and the lumber, building, hardware, farm equipment group (+3%). In the nondurable-goods category, year-to-year sales increases were shown for the general merchandise group (+11%), the food group and apparel group (+5% each), and eating and drinking places (+3%).

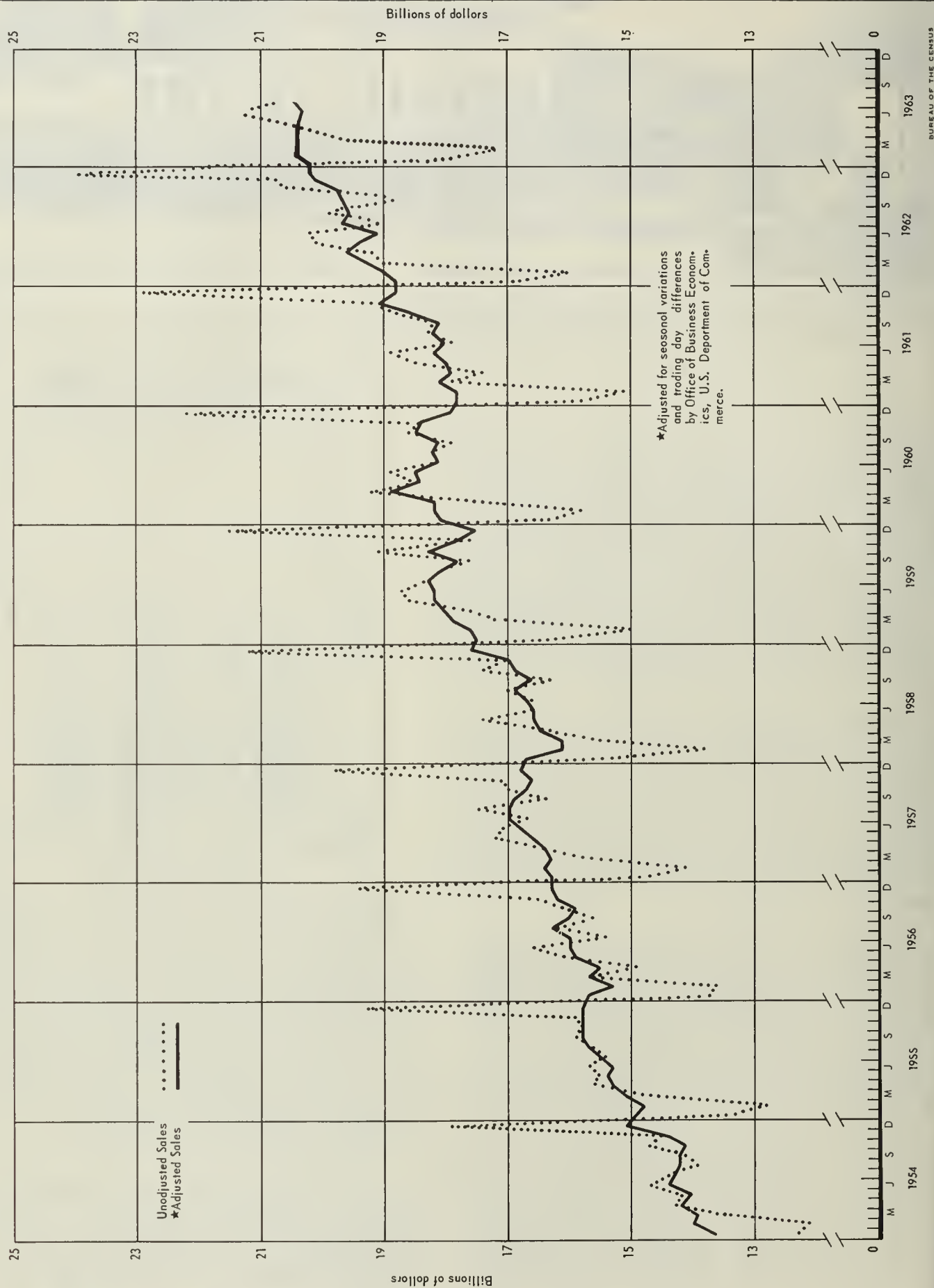
Cumulative sales of all retail stores for the first six months of 1963 amounted to \$117.5 billion or 6 percent above the \$111.8 billion reported for the same period in 1962. On an adjusted basis, all major kinds-of-business groups showed sales increases with the automotive group reporting a cumulative sales increase of 9 percent, followed by the general merchandise group and the furniture and appliance group (+7% each).



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$13.7 billion in total accounts receivable balances owed by customers as of June 30, 1963. This amount was 6 percent more than the \$13.0 billion reported as of June 30, 1962, and about 1 percent higher than the \$13.6 billion outstanding at the end of May 1963. The increase in total credit balances from the June 1962 level, based on data not adjusted for seasonal variations, reflected a 10 percent increase in installment account balances and a 2 percent increase in charge account balances. Compared with May 1963, installment balances increased 2 percent while charge balances remained virtually unchanged.

Total receivable balances of durable-goods stores as of June 30, 1963 were 1 percent higher than balances for the previous month, and 3 percent higher than those outstanding at the end of June a year ago. Nondurable-goods stores reported no change in total credit outstanding from the May 1963 total, and an 8 percent increase over the total for the end of June 1962.



THE UNIVERSITY OF THE
SOUTH ALABAMA
LIBRARY OF THE

Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1963

(Millions of dollars)

Kind of business	1963						1962 ¹								Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May ¹	June ²	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
	Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,653	20,518	21,228	20,755	20,254	19,138	19,920	18,863	20,576	20,911	24,127	117,502	111,816	
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,040	6,786	6,330	6,321	5,604	6,988	6,742	6,766	38,771	36,191	
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	13,989	13,715	13,468	12,808	13,599	13,259	13,588	14,169	17,361	78,731	75,625	
Food group.....	4,738	4,467	4,976	4,677	5,066	4,943	5,033	4,733	4,997	4,823	4,803	4,917	5,237	28,867	28,099	
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,463	4,563	4,267	4,521	4,369	4,350	4,456	4,732	26,146	25,429	
Meat markets.....	124	120	126	123	132	127	127	122	125	121	124	127	134	752	739	
Bakery products stores.....	90	83	93	90	90	89	88	84	89	90	95	97	102	535	516	
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,599	1,537	1,566	1,630	1,513	1,485	1,445	1,479	8,633	8,187	
Eating places.....	920	859	982	1,027	1,098	1,125	1,086	1,106	1,152	1,062	1,030	994	1,010	6,011	5,669	
Restaurants, cafeterias, lunchrooms.....	775	726	818	839	882	888	867	884	928	868	849	825	843	4,928	4,656	
Drinking places.....	414	395	439	436	464	474	451	460	478	451	455	451	469	2,622	2,518	
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,301	2,141	1,926	2,241	2,232	2,372	2,711	4,119	12,336	11,605	
Department stores and dry goods, general merchandise stores.....	1,260	1,134	1,492	1,636	1,638	1,675	1,539	1,365	1,584	1,613	1,724	1,959	2,972	8,835	8,250	
Department stores.....	1,005	902	1,199	1,315	1,317	1,354	1,262	1,106	1,266	1,303	1,377	1,575	2,422	7,092	6,733	
Variety stores.....	259	274	320	384	361	360	352	323	367	352	360	400	751	1,958	1,904	
Mail order houses (department store merchandise).....	139	130	159	169	166	150	137	131	180	165	183	245	267	913	853	
Apparel group.....	986	826	1,081	1,268	1,163	1,131	1,121	971	1,096	1,193	1,214	1,320	2,127	6,455	6,417	
Men's, boys' wear stores ³	204	160	186	224	218	240	233	185	192	206	226	258	467	1,232	1,206	
Men's, boys' clothing, furnishings stores.....	197	155	180	216	211	233	229	180	187	199	217	250	456	1,192	1,181	
Women's apparel, accessory stores ³	377	326	428	482	460	424	407	368	414	455	468	513	801	2,497	2,457	
Women's ready-to-wear stores.....	329	286	382	424	402	371	356	322	363	405	413	450	698	2,194	2,131	
Family clothing stores.....	190	157	212	247	229	224	228	194	216	232	248	280	465	1,259	1,285	
Shoe stores.....	169	147	205	259	210	203	212	182	215	236	212	209	305	1,193	1,203	
Furniture and appliance group.....	830	781	838	854	934	943	894	873	948	916	962	1,020	1,216	5,180	4,879	
Furniture, home furnishings stores.....	517	502	543	574	612	607	580	573	625	598	627	658	745	3,355	3,171	
Furniture stores.....	374	356	387	404	448	448	425	429	472	448	462	478	563	2,417	2,274	
Household appliance, TV, radio stores.....	313	279	295	280	322	336	314	300	323	318	335	362	471	1,825	1,708	
Household appliance dealers.....	228	201	211	206	240	253	252	242	253	245	250	270	346	1,339	1,323	
Lumber, building, hardware, farm equipment group.....	921	886	1,128	1,359	1,422	1,410	1,434	1,397	1,435	1,343	1,420	1,271	1,190	7,126	7,012	
Lumber yards, building materials dealers ⁵	520	493	604	748	828	819	829	850	874	782	846	760	609	4,012	4,017	
Lumber yards.....	347	324	398	498	551	553	558	572	595	522	560	500	398	2,671	2,591	
Hardware stores.....	175	156	191	229	240	231	239	220	222	217	222	216	312	1,222	1,219	
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,115	3,944	3,567	3,421	2,808	4,082	3,869	3,434	23,400	22,613	
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,033	4,060	3,858	3,697	3,334	3,194	2,599	3,850	3,641	3,139	22,140	20,369	
Passenger car dealers ⁶	3,215	3,043	3,608	3,871	3,905	3,706	3,532	3,177	3,062	2,495	3,736	3,542	3,053	21,348	19,683	
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,546	3,570	3,393	3,174	2,838	2,716	2,199	3,404	3,229	2,784	19,473	17,806	
Tire, battery, accessory dealers.....	178	161	194	229	241	257	247	233	227	209	232	228	295	1,260	1,244	
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,658	1,623	1,647	1,662	1,564	1,604	1,561	1,629	9,336	8,978	
Other retail stores.....	2,669	2,542	2,665	2,762	2,876	2,655	2,527	2,458	2,490	2,471	2,634	2,797	3,696	16,169	15,026	
Drug and proprietary stores.....	649	641	667	652	676	665	667	646	658	632	647	660	880	3,950	3,909	
Drug stores.....	630	623	647	632	655	643	642	619	632	606	623	636	848	3,830	3,778	
Liquor stores.....	409	386	427	429	458	450	435	437	461	436	447	488	700	2,553	2,432	
Data ADJUSTED for seasonal variations and trading day differences ⁷																
United States, total.....	20,247	20,350	20,365	20,320	20,249	20,481	19,163	19,761	19,645	19,693	19,821	20,230	20,203	122,012	115,597	
Durable-goods stores, total.....	6,477	6,583	6,625	6,660	6,565	6,614	6,029	6,378	6,128	6,125	6,481	6,523	6,453	39,524	36,607	
Nondurable-goods stores, total.....	13,770	13,767	13,740	13,660	13,684	13,867	13,134	13,383	13,517	13,568	13,340	13,707	13,750	82,488	78,990	
Food group.....	4,943	4,897	4,807	4,846	4,857	4,937	4,722	4,835	4,856	4,915	4,846	4,813	4,928	29,287	28,406	
Grocery stores.....	4,485	4,439	4,359	4,380	4,380	4,460	4,269	4,368	4,391	4,453	4,390	4,360	4,474	26,503	25,675	
Eating and drinking places.....	1,463	1,502	1,513	1,522	1,513	1,510	1,464	1,404	1,461	1,454	1,443	1,486	1,465	9,023	8,576	
General merchandise group.....	2,320	2,319	2,421	2,328	2,338	2,444	2,193	2,283	2,294	2,332	2,229	2,393	2,340	14,170	13,271	
Department stores.....	1,336	1,334	1,417	1,332	1,354	1,443	1,294	1,340	1,303	1,362	1,254	1,355	1,389	8,216	7,708	
Variety stores.....	373	378	377	393	383	377	357	374	381	368	371	392	356	2,281	2,218	
Mail order houses (department store mds.).....	177	172	183	175	171	187	160	167	181	182	163	177	167	1,065	982	
Apparel group.....	1,220	1,214	1,212	1,170	1,168	1,170	1,114	1,200	1,224	1,203	1,160	1,231	1,219	7,154	7,089	
Men's, boys' wear stores ³	230	236	232	233	227	226	208	229	237	236	225	231	231	1,384	1,349	
Women's apparel, accessory stores ³	461	461	466	443	451	464	431	462	463	467	442	483	467	2,746	2,681	
Shoe stores.....	215	216	220	206	202	198	198	208	223	208	211	217	222	1,257	1,271	
Furniture and appliance group.....	941	951	955	919	935	951	861	908	909	951	891	924	949	5,652	5,277	
Furniture, home furnishings stores.....	600	611	614	601	599	619	565	604	595	625	574	585	603	3,644	3,412	
Household appliance, TV, radio stores.....	341	340	341	318	336	332	296	304	314	326	317	339	346	2,008	1,865	
Lumber, building, hardware, farm equipment group.....	1,226	1,261	1,302	1,272	1,250	1,249	1,212	1,269	1,261	1,251	1,237	1,300	1,308	7,600	7,432	
Lumber yards, building materials dealers ⁵	714	710	730	735	744	739	713	763	736	710	718	744	708	4,372	4,345	
Hardware stores.....	227	216	225	213	208	212	210	215	215	223	209	217	247	1,301	1,292	
Automotive group.....	3,726	3,792	3,778	3,900	3,773	3,808	3,436	3,658	3,423	3,372	3,832	3,760	3,662	22,777	20,868	
Passenger car, other automotive dealers.....	3,502	3,570	3,549	3,675	3,552	3,574	3,220	3,446	3,218	3,149	3,610	3,533	3,418	21,422	19,532	
Tire, battery, accessory dealers.....	224	222	229	225	221	234	216	212	205	223	222	227	244	1,355	1,336	
Gasoline service stations.....	1,639	1,608	1,607	1,607	1,590	1,581	1,553	1,525	1,546	1,563	1,566	1,566	1,608	9,632	9,267	
Drug and proprietary stores.....	663	688	679	675	679	677	680	674	673	651	648	688	688	4,061	4,010	
Liquor stores.....	460	459	459	469	481	463	433	448	471	436	456	473	448	2,791	2,654	

¹ Final estimates.² Preliminary estimates.³ Includes men's, boys' clothing; furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.⁷ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 2, page 2.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	June 1963 from--		6 months 1963 from 6 months 1962		June 1963 from--		6 months 1963 from 6 months 1962
	June 1962	May 1963			June 1962	May 1963	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+2	-2	+5	Furniture and appliance group.....	+5	+1	+6
Durable-goods stores, total.....	+4	-3	+7	Furniture stores.....	+5	-1	+6
Nondurable-goods stores, total.....	+2	-2	+4	Floor coverings stores*.....	+27	-1	+17
Food group.....	-2	-2	+3	Household appliance, TV, radio stores.....	+7	+4	+7
Grocery stores.....	-2	-3	+3	Household appliance stores.....	0	+5	+1
Meat markets.....	0	-4	+2	TV, radio stores*.....	+32	+1	+27
Fruit stores, vegetable markets*.....	+9	+7	+11	Lumber, building, hardware, farm equipment group.....	-2	-1	+2
Candy, nut, confectionery stores*.....	+2	-12	-3	Lumber, building materials dealers.....	-1	-1	0
Bakery products stores.....	+1	-1	+4	Lumber yards.....	-1	0	+3
Delicatessen stores*.....	+18	0	+2	Paint, glasa, wallpaper stores*.....	+10	0	+6
Eating and drinking places.....	+4	+2	+5	Heating and plumbing equipment dealers*.....	-10	+5	-19
Eating places.....	+4	+2	+6	Hardware stores.....	-3	-4	0
Restaurants, cafeterias, lunchrooms.....	+2	+1	+6	Farm equipment dealers*.....	-2	+2	+6
Drinking places.....	+5	+2	+4	Automotive group.....	+4	-4	+8
General merchandise group.....	+7	+1	+6	Passenger car dealers.....	+5	-5	+8
Department stores and dry goods, general merchandise stores.....	+9	+2	+7	Passenger car dealers (franchised).....	+7	-5	+9
Department stores.....	+7	+3	+5	Tire, battery, accessory dealers.....	+4	+7	+1
Variety stores.....	+2	0	+3	Gasoline service stations.....	+2	+2	+4
Mail order houses (department store merchandise).....	+9	-10	+7	Fuel, fuel oil dealers*.....	+3	-24	+9
Apparel group.....	+1	-3	+1	Fuel dealers, except fuel oil*.....	0	-17	+7
Men's, boys' clothing, furnishings stores.....	+2	+10	+1	Fuel oil dealers*.....	+4	-29	+10
Men's, boys' clothing stores*.....	+3	+10	+3	Drug and proprietary stores.....	0	-2	+1
Men's, boys' furnishing stores*.....	-2	+13	-7	Drug stores.....	0	-2	+1
Women's ready-to-wear stores.....	+4	-8	+3	Liquor stores.....	+3	-2	+5
Family clothing stores.....	-2	-2	-2	Jewelry stores*.....	+5	-3	+8
Women's apparel, accessory, specialty stores*..	+12	0	-1	Florists*.....	+20	-23	+15
Shoe stores.....	-4	-3	-1	Book stores*.....	+17	0	+26
				Stationery stores*.....	+24	-5	+20
				Music stores*.....	+20	+2	+15
				Camera, photographic supply stores*.....	+8	-3	+25
				Optical goods stores*.....	+21	0	+15
				Typewriter stores*.....	+29	+20	+33

Based on data ADJUSTED for seasonal variations and trading day differences¹

United States, total.....	+7	+1	+6	Furniture and appliance group.....	+10	+2	+7
Durable-goods stores, total.....	+10	+1	+8	Furniture, home furnishings stores.....	+10	+3	+7
Nondurable-goods stores, total.....	+6	+1	+4	Household appliance, TV, radio stores.....	+12	-1	+8
Food group.....	+5	+2	+3	Lumber, building, hardware, farm equipment group.....	+3	0	+2
Grocery stores.....	+4	+2	+3	Lumber, building materials dealers.....	+4	-1	+1
Eating and drinking places.....	+3	0	+5	Hardware stores.....	+1	+2	+1
General merchandise group.....	+11	+5	+7	Automotive group.....	+11	+1	+9
Department stores.....	+12	+7	+7	Passenger car and other automotive dealers.....	+11	+1	+10
Variety stores.....	+6	-2	+3	Tire, battery, accessory dealers.....	+8	+6	+1
Mail order houses (department store merchandise).....	+17	+9	+8	Gasoline service stations.....	+2	-1	+4
Apparel group.....	+5	0	+1	Drug and proprietary stores.....	0	0	+2
Men's, boys' wear stores.....	+9	0	+3	Liquor stores.....	+6	-4	+5
Men's apparel, accessory stores.....	+8	+3	+2				
Shoe stores.....	0	-2	-1				

* See Explanatory Material, page 15.

¹ Adjusted data based on adjustment factors as developed by Office of Business Economics, U. S. Department of Commerce.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1963

(Millions of dollars)

Kind of business	1963						1962								Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May	June	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,075	3,826	4,571	4,651	4,849	4,767	4,698	4,269	4,670	4,559	4,692	5,056	6,527	26,739	25,803	
Durable-goods stores, total.....	283	272	324	355	384	385	368	362	378	356	392	395	468	2,003	1,920	
Nondurable-goods stores, total.....	3,792	3,554	4,247	4,296	4,465	4,382	4,330	3,907	4,292	4,203	4,300	4,661	6,059	24,736	23,883	
Food group.....	1,951	1,842	2,119	1,920	2,123	2,006	2,096	1,873	2,015	1,946	1,943	2,053	2,165	11,961	11,700	
Grocery stores ¹	1,897	1,790	2,067	1,862	2,063	1,950	2,041	1,818	1,960	1,893	1,890	2,000	2,103	11,629	11,382	
Eating and drinking places.....	91	89	102	102	107	108	106	105	106	101	103	99	101	599	587	
General merchandise group.....	1,120	1,035	1,329	1,504	1,491	1,537	1,402	1,262	1,459	1,436	1,519	1,734	2,664	8,016	7,494	
Department stores and dry goods, general	792	708	950	1,058	1,062	1,118	1,002	887	1,008	1,019	1,077	1,214	1,849	5,688	5,291	
merchandise stores.....	689	618	829	921	927	977	875	770	870	885	939	1,062	1,617	4,961	4,609	
Department stores.....	191	204	241	294	276	276	271	248	285	271	279	307	578	1,482	1,436	
Variety stores.....	232	202	283	353	315	307	299	250	291	318	314	346	546	1,692	1,670	
Apparel group.....	24	19	25	29	29	30	30	22	23	25	30	35	58	156	158	
Men's, boys' wear stores ²	93	82	116	141	135	130	116	100	115	125	124	143	228	697	655	
Women's apparel, accessory stores ³	86	76	107	129	124	120	105	91	106	115	114	132	209	642	595	
Women's ready-to-wear stores.....	70	64	87	113	90	87	95	79	96	105	93	93	142	511	526	
Shoe stores.....	72	71	85	83	91	92	84	85	90	89	101	104	119	494	482	
Furniture and appliance group.....	69	62	77	92	97	103	101	96	91	86	92	92	126	500	504	
Tire, battery, accessory dealers.....	364	362	389	394	410	397	395	383	395	386	407	431	604	2,316	2,215	
Other retail stores.....	129	128	135	134	138	141	135	129	131	129	132	137	213	805	769	
Drug and proprietary stores.....	85	84	96	93	100	95	94	92	96	91	98	106	169	553	523	
Liquor stores.....																
Data ADJUSTED for seasonal variations and trading day differences ⁴																
United States, total.....	4,731	4,732	4,799	4,713	4,740	4,837	4,523	4,635	4,670	4,691	4,610	4,743	4,741	28,562	27,373	
Grocery stores ¹	1,965	1,951	1,927	1,944	1,955	1,965	1,899	1,913	1,921	1,936	1,940	1,937	1,965	11,707	11,384	
Eating and drinking places.....	98	101	104	105	105	104	102	99	99	99	100	102	101	617	604	
General merchandise group.....	1,505	1,510	1,600	1,519	1,521	1,603	1,420	1,472	1,487	1,496	1,428	1,523	1,503	9,258	8,611	
Department stores.....	923	922	995	920	930	996	870	896	886	916	863	929	962	5,686	5,247	
Variety stores.....	280	284	287	298	292	288	275	287	302	284	288	302	269	1,729	1,673	
Apparel group.....	315	319	318	305	314	312	291	314	330	313	305	320	309	1,883	1,842	
Men's, boys' wear stores ²	27	31	31	27	30	29	28	30	32	30	29	29	28	175	177	
Women's apparel, accessory stores ³	130	131	132	124	129	134	117	125	127	129	121	130	125	780	733	
Women's ready-to-wear stores.....	95	97	97	94	91	86	86	92	98	93	95	97	93	560	558	
Shoe stores.....	88	86	91	90	87	93	87	89	86	93	90	94	98	535	536	
Tire, battery, accessory dealers.....	138	146	139	139	141	144	136	134	135	135	136	142	142	847	809	
Drug and proprietary stores.....																

¹ Based on weekly sales figures converted to calendar month totals. For June 1963, weekly sales (in millions of dollars) were as follows: For week ending June 8 - 460; June 15 - 457; June 22 - 449; June 29 - 456.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

r Revised.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁴ Data adjusted for seasonal variations and trading day differences by Office of Business Economics, U. S. Department of Commerce.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963						1962 ¹							Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May ¹	June ²	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
United States, total.....	4,901	4,592	5,469	5,574	5,776	5,685	5,499	5,041	5,526	5,413	5,622	6,044	7,767	31,997	30,253
Food group.....	2,211	2,087	2,383	2,166	2,385	2,262	2,314	2,097	2,251	2,184	2,200	2,300	2,439	13,494	12,942
Grocery stores.....	2,138	2,016	2,309	2,086	2,302	2,183	2,236	2,019	2,174	2,110	2,125	2,225	2,354	13,034	12,459
Eating and drinking places.....	135	129	147	148	156	159	150	149	156	148	150	149	153	874	819
General merchandise group.....	1,235	1,148	1,476	1,660	1,643	1,692	1,529	1,373	1,614	1,601	1,694	1,953	2,973	8,854	8,212
Department stores and dry goods, general															
merchandise stores.....	880	792	1,064	1,181	1,188	1,248	1,098	973	1,126	1,145	1,212	1,368	2,073	6,353	5,791
Department stores.....	753	679	913	1,010	1,016	1,069	945	831	943	968	1,033	1,168	1,782	5,440	4,983
Drug and proprietary stores.....	156	154	162	160	167	170	164	159	164	158	161	166	256	969	935

¹ Final estimates.

² Preliminary estimates.

} See Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Revised Geographic Area Data

The data previously shown as Table 5--"Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Census Region," and as Table 6--"Percentage Change in Sales of Stores of Firms Operating 1 to 10 Retail Stores, by Specified Standard Metropolitan Areas" have been omitted from this publication. Monthly retail sales data for Census regions and other geographic areas, covering all retail stores rather than only stores that are part of firms operating one to ten stores, are included in a supplementary publication which is released subsequent to the release date of this report. The first supplementary publication covered the data month of April 1963 and was released June 18, 1963.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: JUNE 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales			Area	Percentage change in sales		
	June 1963 from--		6 mos. 1963 from 6 mos. 1962		June 1963 from--		6 mos. 1963 from 6 mos. 1962
	June 1962	May 1963			June 1962	May 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+8	-2	+3
				New York City.....	+4	-5	-3
Akron, Ohio.....	+6	-10	+2	Newark, N. J.....	+4	-7	+2
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Norfolk-Portsmouth, Va.....	+3	-5	+1
Asheville, N. C.....	+4	-10	+4	Oklahoma City, Okla.....	+3	-6	+4
Atlanta, Ga.....	+9	-10	+6	Omaha, Nebr.....	+5	-1	+2
Augusta, Ga.....	+2	-8	+4	Peoria, Ill.....	+4	-1	+1
				Philadelphia, Pa.....	0	-5	-3
Baltimore, Md.....	+9	-2	+3	Phoenix, Ariz.....	NA	NA	NA
Baton Rouge, La.....	+21	-7	+16	Pittsburgh, Pa.....	+4	0	0
Binghamton, N. Y.....	-1	-10	-1	Portland, Oreg.....	-3	-7	+3
Birmingham, Ala.....	+2	+1	-4	Reading, Pa.....	+4	+2	0
Boston, Maas.....	0	-8	+3	Richmond, Va.....	-1	-15	+2
				Rochester, N. Y.....	+8	0	+6
Buffalo, N. Y.....	+9	-4	+7	Sacramento, Calif.....	+2	-2	+6
Canton, Ohio.....	+6	-8	0	St. Louis, Mo.....	+5	-4	-1
Chattanooga, Tenn.....	+15	-9	+3	Salt Lake City, Utah.....	-3	-10	+3
Chicago, Ill.....	+8	-1	+4	San Antonio, Tex.....	0	-11	+6
Cincinnati, Ohio.....	+4	-7	0	San Bernardino, Calif.....	+4	+6	+6
				San Diego, Calif.....	0	+2	+4
Cleveland, Ohio.....	+4	-6	-1	Savannah, Ga.....	+9	-9	+8
Columbus, Ga.....	NA	NA	NA	Seattle, Wash.....	-16	-5	-9
Columbus, Ohio.....	+9	-2	+4	Shreveport, La.....	+8	-7	+7
Corpus Chriati, Tex.....	0	-7	+2	South Bend, Ind.....	+4	-1	0
Dallas, Tex.....	+2	-14	+3	Spokane, Wash.....	-7	-6	-1
				Springfield, Mo.....	+2	-10	+2
Denver, Colo.....	+2	-7	+4	Springfield, Ohio.....	-10	-19	+4
Des Moines, Iowa.....	+8	0	+4	Syracuae, N. Y.....	+3	+7	+1
Detroit, Mich.....	+7	+4	+4	Tacoma, Wash.....	-9	-6	-2
El Paso, Tex.....	+5	-7	0	Tampa-St. Petersburg, Fla.....	+7	-6	+7
Erie, Pa.....	+3	+3	+3	Toledo, Ohio.....	+4	-2	+1
Evansville, Ind.....	NA	NA	NA	Trenton, N. J.....	+10	+5	+1
Flint, Mich.....	+10	+4	+8	Tulsa, Okla.....	+5	-8	+6
Fort Wayne, Ind.....	+7	0	+2	Utica-Rome, N. Y.....	+15	-2	+12
Fort Worth, Tex.....	NA	NA	NA	Waco, Tex.....	0	-7	+3
Grand Rapids, Mich.....	+5	-3	-1	Washington, D. C.....	+9	-11	+8
				Wheeling, W. Va.....	+3	-15	0
Houston, Tex.....	+5	-9	+5	Wichita, Kana.....	+7	-5	0
Indianapolis, Ind.....	+9	-5	+4	Worceater, Mass.....	-4	-6	-2
Jacksonville, Fla.....	+13	-12	+12	Youngstown, Ohio.....	+3	-1	-5
Kansas City, Mo.....	+12	-3	+7				
Knoxville, Tenn.....	+5	-17	0	CITIES			
				Bridgeport, Conn.....	-2	-6	-2
Lancaster, Pa.....	-1	-14	0	Bristol, Tenn.-Va.....	-4	-10	-3
Lexington, Ky.....	+9	+3	+3	Duluth, Minn.-Superior, Wia.....	-6	-7	-4
Los Angeles-Long Beach, Calif.....	+4	-1	+7	Minneapolis, Minn.....	+5	NA	+6
Louisville, Ky.....	+6	-1	+3	Oakland-Berkeley, Calif.....	-6	+2	-2
Macon, Ga.....	+3	-12	+4				
Memphis, Tenn.....	+8	-18	+5	Portsmouth, Ohio.....	+1	-3	-7
Miami, Fla.....	+11	+2	+8	Rome, Ga.....	+3	-10	+6
Milwaukee, Wis.....	+3	-3	0	St. Paul, Minn.....	0	-1	-3
Mobile, Ala.....	+6	-12	+4	San Francisco, Calif.....	-3	+1	-1
New Orleans, La.....	+10	-10	+9	Springfield, Masa.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: JUNE 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963						1962 ¹								Percentage change, June 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May ¹	June ²	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1962	May 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	13,474	12,700	12,912	13,352	13,634	13,747	13,010	12,948	13,045	13,156	13,390	13,557	14,299	+6	+1	
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,160	6,252	6,088	6,153	6,213	6,148	6,245	6,203	6,241	+3	+1	
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,474	7,495	6,922	6,795	6,832	7,008	7,145	7,354	8,058	+8	0	
Food group.....	328	320	332	326	342	341	354	351	364	365	355	345	354	-4	0	
Grocery stores.....	270	270	276	272	291	290	305	295	300	303	297	288	297	-5	0	
Eating and drinking places.....	87	81	80	76	74	76	64	58	60	57	70	76	96	+19	+3	
General merchandise group.....	4,510	3,994	4,031	4,144	4,228	4,322	3,843	3,838	3,885	4,030	4,131	4,278	4,782	+12	+2	
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,227	3,289	2,941	2,940	2,961	3,080	3,183	3,278	3,720	+12	+2	
Department stores.....	3,104	2,685	2,695	2,788	2,853	2,911	2,638	2,634	2,642	2,758	2,847	2,934	3,340	+10	+2	
Mail order houses (department store mdae.)..	850	791	805	812	836	868	751	755	770	794	803	838	879	+16	+4	
Apparel group.....	998	913	932	950	892	880	873	821	828	893	926	930	1,090	+1	-1	
Women's ready-to-wear stores.....	453	414	438	448	418	410	386	363	367	402	420	429	509	+6	-2	
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,067	2,077	1,909	1,876	1,926	1,919	1,982	2,010	2,130	+9	0	
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,575	1,569	1,429	1,410	1,460	1,468	1,500	1,535	1,636	+10	0	
Furniture stores.....	1,454	1,392	1,387	1,366	1,446	1,460	1,290	1,274	1,321	1,316	1,332	1,367	1,481	+13	+1	
Household appliance, TV, radio stores.....	472	479	472	482	492	508	480	466	466	451	482	475	494	+6	+3	
Household appliance dealers.....	408	419	416	413	428	445	427	419	412	400	421	419	432	+4	+4	
Lumber, building, hardware, farm equip. group.	1,619	1,587	1,634	1,769	1,854	1,916	1,890	1,989	2,001	1,982	1,995	1,936	1,747	+1	+3	
Lumber yards, building materials dealers ³ ...	1,177	1,136	1,125	1,231	1,283	1,341	1,320	1,395	1,426	1,421	1,445	1,438	1,265	+2	+5	
Lumber yards.....	878	852	836	917	962	1,016	1,002	1,063	1,077	1,067	1,066	1,059	951	+1	+6	
Automotive group.....	1,329	1,276	1,349	1,401	1,408	1,435	1,483	1,478	1,462	1,418	1,470	1,421	1,432	-3	+2	
Passenger car dealers ⁴	877	834	897	947	936	952	990	976	967	935	986	933	939	-4	+2	
Passenger car dealers (franchised).....	821	775	830	867	861	876	913	907	895	867	916	864	872	-4	+2	
Tire, battery, accessory dealers.....	422	412	422	429	442	448	461	463	456	448	443	447	459	-3	+1	
Gasoline service stations.....	431	419	436	460	472	478	462	459	457	441	456	455	420	+3	+1	
Other retail stores.....	2,099	2,101	2,134	2,241	2,297	2,222	2,132	2,078	2,062	2,051	2,005	2,106	2,248	+4	-3	
CHARGE ACCOUNTS																
United States, total.....	6,842	6,586	6,658	7,032	7,202	7,174	7,008	6,898	6,973	6,977	7,153	7,223	7,441	+2	0	
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,390	3,480	3,377	3,422	3,489	3,434	3,578	3,488	3,312	+3	+3	
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,812	3,694	3,631	3,476	3,484	3,543	3,575	3,735	4,129	+2	-3	
Food group.....	321	312	325	319	331	329	340	344	356	357	347	338	346	-3	-1	
General merchandise group.....	1,034	928	873	890	918	888	881	834	845	877	881	958	1,185	+1	-4	
Department stores and dry goods, general merchandise stores.....	942	838	782	793	821	788	781	737	741	771	787	856	1,087	+1	-4	
Department stores.....	820	715	662	673	705	678	684	644	647	680	692	760	970	-1	-4	
Apparel group.....	727	651	664	682	632	609	639	589	593	656	677	696	827	-5	-4	
Furniture and appliance group.....	630	608	591	610	629	640	581	560	582	588	630	616	650	-10	+2	
Furniture, home furnishings stores.....	477	454	440	461	483	477	423	409	437	451	468	455	477	+13	-1	
Lumber, building, hardware, farm equip. group.	1,430	1,402	1,439	1,580	1,655	1,716	1,698	1,782	1,803	1,784	1,810	1,745	1,553	+1	+4	
Lumber yards, building materials dealers ³ ...	1,109	1,068	1,062	1,173	1,221	1,279	1,269	1,333	1,367	1,360	1,386	1,378	1,204	+1	+5	
Lumber yards.....	823	798	787	873	915	969	966	1,017	1,033	1,022	1,023	1,014	903	0	+6	
Automotive group.....	745	713	754	795	817	828	824	830	800	854	820	796	0	+1	+1	
Passenger car dealers (franchised).....	540	516	548	581	579	587	599	585	592	566	607	578	554	-2	+1	
Gasoline service stations.....	419	410	427	451	463	467	446	442	446	429	445	445	409	+5	+1	
INSTALLMENT ACCOUNTS																
United States, total.....	6,632	6,114	6,254	6,320	6,432	6,573	6,002	6,050	6,072	6,179	6,237	6,334	6,858	+10	+2	
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,770	2,772	2,711	2,731	2,724	2,714	2,667	2,715	2,929	+2	0	
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,662	3,801	3,291	3,319	3,348	3,465	3,570	3,619	3,929	+15	+4	
General merchandise group.....	3,476	3,066	3,158	3,254	3,310	3,434	2,962	3,004	3,040	3,153	3,250	3,320	3,597	+16	+4	
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,406	2,501	2,160	2,203	2,220	2,309	2,396	2,422	2,653	+16	+4	
Department stores.....	2,284	1,970	2,033	2,115	2,148	2,233	1,954	1,990	1,995	2,078	2,155	2,174	2,370	+14	+4	
Apparel group.....	271	262	268	268	260	271	234	232	235	237	249	234	263	+16	+4	
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,438	1,437	1,328	1,316	1,344	1,331	1,352	1,394	1,480	+8	0	
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,092	1,092	1,006	1,001	1,023	1,017	1,032	1,080	1,159	+9	0	
Household appliance, TV, radio stores.....	319	326	321	333	346	345	322	316	321	314	320	314	321	+7	0	
Lumber, building, hardware, farm equip. group.	189	185	195	189	199	200	192	209	198	198	185	191	194	+4	+1	
Automotive group.....	584	563	595	606	591	607	655	654	632	618	616	601	638	-7	+3	
Tire, battery, accessory dealers.....	254	254	257	258	249	260	273	270	269	262	254	259	286	-5	+4	

¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 15.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of businesses not shown separately. Sampling variability shown in table 1, page 1.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS-- UNITED STATES, BY KIND OF BUSINESS: JUNE 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963						1962 ¹								Percentage change, June 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May ¹	June ²	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1962	May 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	4,688	4,198	4,267	4,377	4,468	4,588	4,061	4,119	4,178	4,308	4,421	4,524	4,894	+13	+3	
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,112	1,126	1,094	1,126	1,131	1,136	1,136	1,151	1,155	+3	+1	
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,274	3,356	3,462	2,967	2,993	3,047	3,172	3,285	3,373	3,739	+17	+3	
General merchandise group.....	3,162	2,733	2,778	2,873	2,953	3,063	2,600	2,635	2,700	2,823	2,914	3,000	3,316	+18	+4	
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,321	2,410	2,052	2,083	2,122	2,225	2,311	2,365	2,633	+17	+4	
Department stores.....	2,249	1,915	1,949	2,028	2,077	2,157	1,858	1,883	1,911	2,005	2,083	2,128	2,382	+16	+4	
Apparel group.....	234	216	224	230	224	229	202	194	190	194	203	205	251	+13	+2	
Furniture and appliance group.....	339	334	336	335	332	335	322	327	328	326	335	339	350	+4	+1	
Tire, battery, accessory dealers.....	264	259	257	264	268	274	279	285	279	278	271	271	280	-2	+2	
CHARGE ACCOUNTS																
United States, total.....	972	887	870	888	923	921	875	866	872	900	934	960	1,067	+5	0	
Durable-goods stores, total.....	277	267	271	280	296	309	297	315	311	319	331	324	304	+4	+4	
Nondurable-goods stores, total.....	695	620	599	608	627	612	578	551	561	581	603	636	763	+6	+2	
General merchandise group.....	429	371	341	341	359	351	333	312	328	348	353	384	481	+5	-2	
Department stores and dry goods, general merchandise stores.....	392	336	306	306	323	315	298	279	287	307	316	347	440	+6	-2	
Department stores.....	358	306	278	278	296	288	278	260	267	287	295	325	419	+4	-3	
Apparel group.....	113	99	103	108	105	107	99	95	90	92	96	97	124	+8	+2	
Furniture and appliance group.....	39	41	41	40	37	39	35	41	38	39	42	43	48	+11	+5	
INSTALLMENT ACCOUNTS																
United States, total.....	3,716	3,311	3,397	3,489	3,545	3,667	3,186	3,253	3,306	3,408	3,487	3,564	3,827	+15	+3	
Durable-goods stores, total.....	849	821	829	823	816	817	797	811	820	817	805	827	851	+3	0	
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,666	2,729	2,850	2,389	2,442	2,486	2,591	2,682	2,737	2,976	+19	+4	
General merchandise group.....	2,733	2,362	2,437	2,532	2,594	2,712	2,267	2,323	2,372	2,475	2,561	2,616	2,835	+20	+5	
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,998	2,095	1,754	1,804	1,835	1,918	1,995	2,018	2,193	+19	+5	
Department stores.....	1,891	1,609	1,671	1,750	1,781	1,869	1,580	1,623	1,644	1,718	1,788	1,803	1,963	+18	+5	
Apparel group.....	121	117	121	122	119	122	103	99	100	102	107	108	127	+18	+3	
Furniture and appliance group.....	300	293	295	295	295	296	287	286	290	287	293	296	302	+3	0	

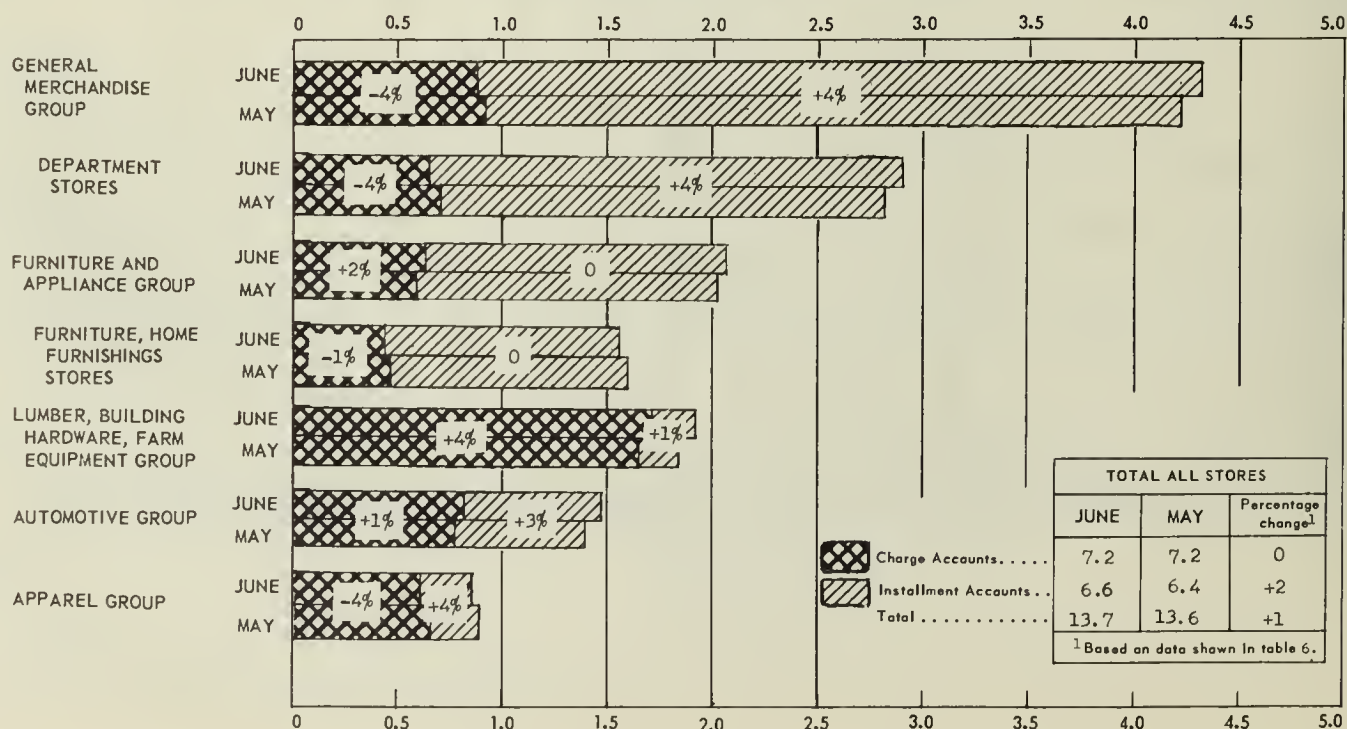
¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 15.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES BY SELECTED KINDS OF BUSINESS--MAY AND JUNE 1963

(Billions of dollars)



NOTE: June data are based on preliminary estimates while May data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change. ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Furniture stores.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Household appliance, TV, radio stores.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Household appliance dealers.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Lumber, building, hardware, farm equipment group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Lumber yards.....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Automotive group.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
Passenger car dealers (franchised).....						
Gasoline service stations.....						
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Furniture stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Household appliance, TV, radio stores.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Lumber, building, hardware, farm equipment group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Automotive group.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1
Tire, battery, accessory dealers.....						

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reportedly by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales fig-

ures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores. For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

UN
GOVERNME
DIVISION C

WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)



FOR RELEASE
SEPTEMBER 10, 1963

BR-63-7

Retail Sales and End-of-Month Accounts Receivable: July 1963

Notice of revision.--Beginning with this release, a new basis for deriving the data adjusted for seasonal variations and trading day differences in Tables 1 and 3 has been used. Figures for all months for which data are shown in this publication are on the revised basis. A chart comparing the new seasonally adjusted series with the old series, from 1953 to date, is shown on page 2. In a Supplement to this report, to be issued shortly, the revisions will be carried back to 1953. See Explanatory Material, page 16.

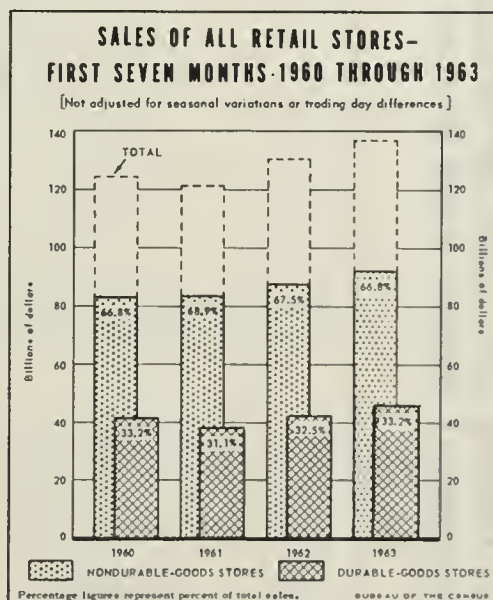
SALES

Total sales of all retail stores in the United States during July 1963 were estimated at \$20.6 billion, 1 percent lower than sales for June 1963 and 8 percent higher than July 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, July 1963 sales amounted to \$20.8 billion, 1 percent higher than June 1963 and 6 percent above the July 1962 level. Adjusted sales of durable-goods stores in July 1963 increased 3 percent from June 1963 and were 8 percent above July 1962. Adjusted sales of nondurable-goods stores were 1 percent above June 1963 and 5 percent higher than July a year ago.

Based on adjusted data, the increase since June 1963 in sales of durable-goods stores reflected increases in the furniture and appliance group and automotive group of 4 percent and 3 percent respectively. The lumber, building, hardware, farm equipment group remained virtually unchanged. In the nondurable-goods category, increases were shown in all major KB's except eating and drinking places which remained virtually unchanged. Sales of the apparel group were up 3 percent followed by the food group (+2%) and the general merchandise group (+1%).

A comparison of July 1963 adjusted sales with those of July 1962 showed increases in all major kinds of business. The automotive group led with an increase of 9 percent over July 1962 sales, followed by the furniture and appliance and the general merchandise groups with 8 percent each.

Cumulative sales of all retail stores for the first 7 months of 1963 amounted to \$138.1 billion, 5 percent higher than the \$131.0 billion reported for the same period in 1962. On an adjusted basis, all major kinds-of-business groups showed sales increases, the automotive group leading with a cumulative sales increase of 9 percent, followed by the general merchandise group (+7%), furniture and appliance group (+7%), eating and drinking places (+6%), and the food group (+3%).

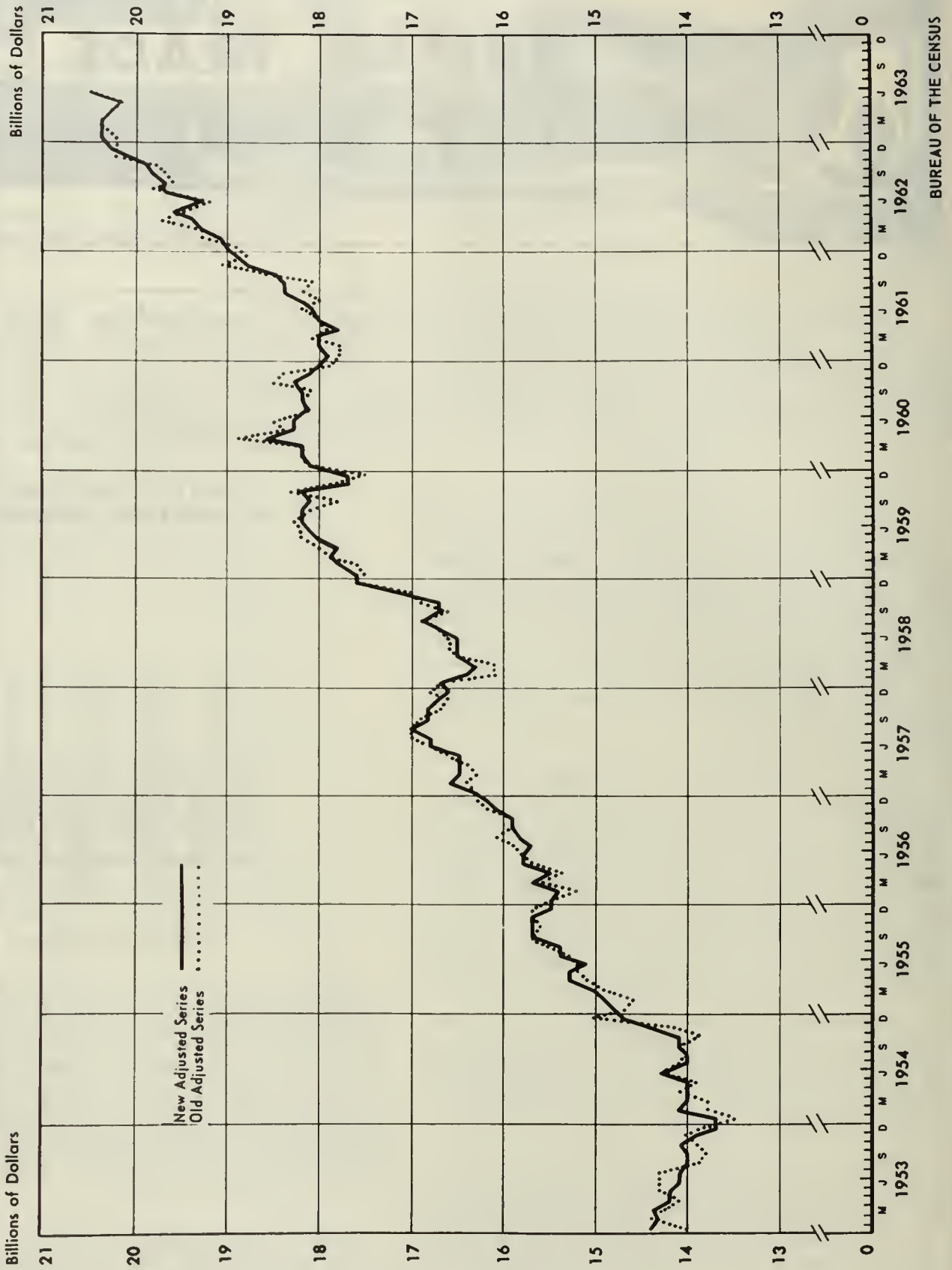


ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$13.8 billion in total accounts receivable balances owed by customers as of July 31, 1963. This amount was 7 percent higher than the \$12.9 billion reported as of July 31, 1962, but remained virtually unchanged from the amount reported outstanding on June 30, 1963. The year-to-year increase in total credit balances, based on data not adjusted for seasonal variations, reflected a 10 percent increase in installment account balances. Charge account balances were 3 percent above the year ago-level.

Total receivable balances of durable-goods stores as of July 31, 1963 were 2 percent higher than on June 30, 1963 and 5 percent above the level reported as of July 31, 1962. Nondurable-goods stores reported total receivable balances 2 percent below June 30, 1963 but 8 percent above July 31, 1962.

MONTHLY TOTAL ADJUSTED RETAIL SALES FOR THE UNITED STATES: 1953-1963
COMPARISON OF THE NEW SEASONALLY ADJUSTED SERIES WITH THE OLD SEASONALLY ADJUSTED SERIES



MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES 1953-1963

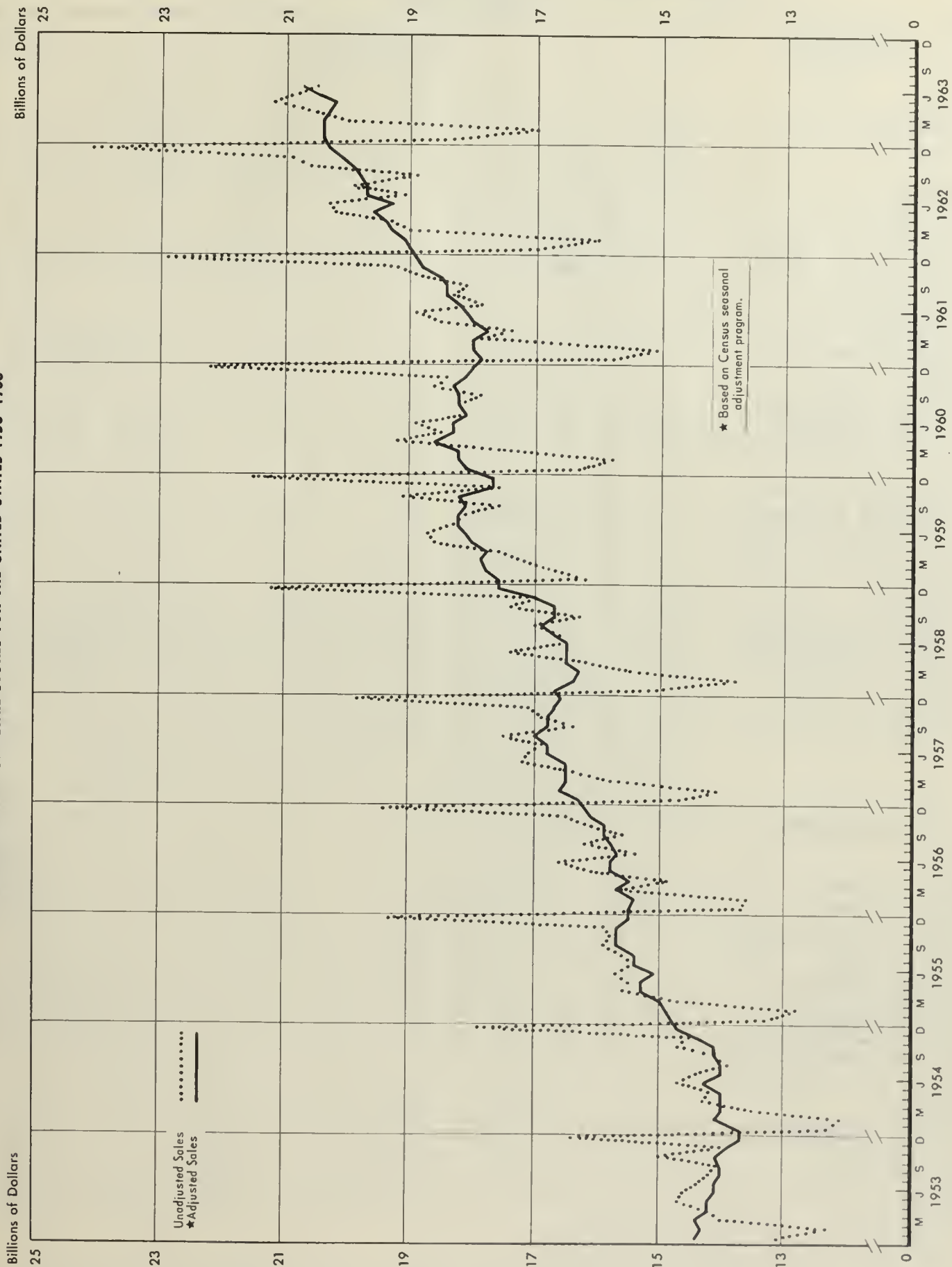


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JULY 1963

(Millions of dollars)

Kind of business	1963								1962 ¹						Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	July ²	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
	Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,653	20,518	21,228	20,737	20,584	19,138	19,920	18,863	20,576	20,911	24,127	138,068	130,954	
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	7,008	6,330	6,321	5,604	6,988	6,742	6,766	45,783	42,521	
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	13,989	13,693	13,576	12,808	13,599	13,259	13,588	14,169	17,361	92,285	88,433	
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	4,987	4,733	4,997	4,823	4,803	4,917	5,237	33,868	32,832	
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,488	4,267	4,521	4,369	4,350	4,456	4,732	30,654	29,696	
Meat markets.....	124	120	126	123	132	124	132	122	125	121	124	127	134	881	861	
Bakery products stores.....	90	83	93	90	90	90	84	84	89	90	95	97	102	620	600	
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,658	1,566	1,630	1,513	1,485	1,445	1,479	10,284	9,753	
Eating places.....	920	859	982	1,027	1,098	1,127	1,169	1,106	1,152	1,062	1,030	994	1,010	7,182	6,775	
Restaurants, cafeterias, lunchrooms.....	775	726	818	839	882	896	928	884	928	868	849	825	843	5,864	5,540	
Drinking places.....	414	395	439	436	464	465	489	460	478	451	455	451	469	3,102	2,978	
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,138	1,926	2,241	2,232	2,372	2,711	4,119	14,460	13,531	
Department stores and dry goods, general merchandise stores.....	1,260	1,134	1,492	1,636	1,638	1,168	1,528	1,365	1,584	1,613	1,724	1,959	2,972	10,365	9,615	
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,226	1,106	1,266	1,303	1,377	1,575	2,422	8,316	7,839	
Variety stores.....	259	274	320	384	361	357	343	323	367	352	360	400	751	2,298	2,227	
Mail order houses (department store merchandise).....	139	130	159	169	166	150	157	131	180	165	183	245	267	1,070	984	
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,012	971	1,096	1,193	1,214	1,320	2,127	7,463	7,388	
Men's, boys' wear stores ³	204	160	186	224	218	239	203	185	192	206	226	258	467	1,434	1,391	
Men's, boys' clothing, furnishings stores.....	197	155	180	216	211	233	198	180	187	199	217	250	456	1,390	1,361	
Women's apparel, accessory stores ⁴	377	326	428	482	460	421	388	368	414	455	468	513	801	2,882	2,825	
Women's ready-to-wear stores.....	329	286	382	424	402	372	340	322	363	405	413	450	698	2,535	2,453	
Family clothing stores.....	190	157	212	247	229	224	197	194	216	232	248	280	465	1,456	1,479	
Shoe stores.....	169	147	205	259	210	202	178	182	215	236	212	209	305	1,370	1,385	
Furniture and appliance group.....	830	781	838	854	934	933	957	873	948	916	962	1,020	1,216	6,127	5,752	
Furniture, home furnishings stores.....	517	502	543	574	612	599	602	573	625	598	627	658	745	3,949	3,744	
Furniture stores.....	374	356	387	404	448	443	452	429	472	448	462	478	563	2,864	2,703	
Household appliance, TV, radio stores.....	313	279	295	280	322	334	355	300	323	318	335	362	471	2,178	2,008	
Household appliance dealers.....	228	201	211	206	240	252	265	242	253	245	250	270	346	1,603	1,565	
Lumber, building, hardware, farm equipment group.....	921	886	1,128	1,359	1,422	1,417	1,450	1,397	1,435	1,343	1,420	1,271	1,190	8,583	8,409	
Lumber yards, building materials dealers ⁵	520	493	604	748	828	819	874	850	874	782	846	760	609	4,886	4,867	
Lumber yards.....	347	324	398	498	551	555	595	572	595	522	560	500	398	3,268	3,163	
Hardware stores.....	175	156	191	229	240	231	226	220	222	217	222	216	312	1,448	1,439	
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,037	3,567	3,421	2,808	4,082	3,869	3,434	27,448	25,180	
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,033	4,060	3,865	3,778	3,334	3,194	2,599	3,850	3,641	3,139	25,925	23,703	
Passenger car dealers ⁶	3,215	3,043	3,608	3,871	3,905	3,715	3,647	3,177	3,062	2,495	3,736	3,542	3,053	25,004	22,860	
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,546	3,570	3,404	3,339	2,838	2,716	2,199	3,404	3,229	2,784	22,823	20,644	
Tire, battery, accessory dealers.....	178	161	194	229	241	261	259	233	227	209	232	228	295	1,523	1,477	
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,733	1,647	1,662	1,564	1,604	1,561	1,629	11,070	10,625	
Other retail stores.....	2,669	2,542	2,665	2,762	2,876	2,639	2,612	2,458	2,490	2,471	2,634	2,797	3,696	18,765	17,484	
Drug and proprietary stores.....	649	641	667	652	676	664	653	646	658	632	647	660	880	4,602	4,555	
Drug stores.....	630	623	647	632	655	640	629	619	632	606	623	636	848	4,456	4,397	
Liquor stores.....	409	386	427	429	458	450	469	437	461	436	447	488	700	3,028	2,869	
Data ADJUSTED for seasonal variations and trading day differences																
United States, total.....	20,387	20,374	20,350	20,276	20,200	20,486	20,759	19,658	19,671	19,769	19,875	20,112	20,253	142,776	135,392	
Durable-goods stores, total.....	6,624	6,624	6,576	6,646	6,512	6,630	6,804	6,305	6,219	6,198	6,391	6,437	6,488	46,344	43,036	
Nondurable-goods stores, total.....	13,763	13,750	13,774	13,630	13,688	13,856	13,955	13,353	13,452	13,571	13,484	13,675	13,765	96,432	92,356	
Food group.....	4,924	4,894	4,853	4,864	4,890	4,923	5,015	4,833	4,848	4,877	4,881	4,860	4,908	34,363	33,310	
Grocery stores.....	4,463	4,433	4,399	4,400	4,414	4,456	4,527	4,374	4,388	4,419	4,427	4,401	4,445	31,092	30,113	
Eating and drinking places.....	1,480	1,496	1,507	1,518	1,504	1,511	1,508	1,426	1,461	1,458	1,456	1,471	1,473	10,524	9,975	
General merchandise group.....	2,324	2,332	2,409	2,301	2,322	2,434	2,450	2,263	2,279	2,321	2,270	2,354	2,348	16,572	15,503	
Department stores.....	1,343	1,344	1,410	1,321	1,345	1,427	1,420	1,317	1,308	1,338	1,300	1,347	1,361	9,610	9,049	
Variety stores.....	373	376	378	377	380	389	387	371	373	377	371	374	374	2,660	2,578	
Mail order houses (department store mdsa.)..	174	174	180	177	169	186	196	170	177	180	162	173	172	1,256	1,155	
Apparel group.....	1,222	1,209	1,207	1,166	1,156	1,179	1,216	1,189	1,200	1,202	1,178	1,220	1,241	8,355	8,258	
Men's, boys' wear stores ³	231	234	233	233	221	222	242	227	230	234	226	233	238	1,616	1,570	
Women's apparel, accessory stores ⁴	461	460	462	443	447	471	472	455	456	461	452	472	471	3,216	3,143	
Shoe stores.....	217	215	219	203	203	199	201	209	217	212	211	218	230	1,457	1,471	
Furniture and appliance group.....	938	953	940	945	938	935	970	899	906	920	910	928	925	6,619	6,207	
Furniture, home furnishings stores.....	599	616	607	617	598	611	607	590	590	605	583	592	592	4,255	4,026	
Household appliance, TV, radio stores.....	339	337	333	328	340	324	363	309	316	315	327	336	333	2,364	2,181	
Lumber, building, hardware, farm equipment group.....	1,278	1,273	1,289	1,290	1,238	1,263	1,261	1,245	1,254	1,274	1,256	1,272	1,293	8,892	8,691	
Lumber yards, building materials dealers ⁵	721	718	722	736	738	750	744	742	723	733	717	721	710	5,129	5,111	
Hardware stores.....	225	221	220	221	202	212	214	212	216	219	222	221	240	1,515	1,499	
Automotive group.....	3,854	3,820	3,764	3,824	3,740	3,843	3,974	3,632	3,528	3,473	3,704	3,704	3,731	26,819	24,557	
Passenger car, other automotive dealers.....	3,624	3,598	3,544	3,602	3,515	3,607	3,741	3,416	3,317	3,253	3,481	3,474	3,492	25,231	23,013	
Tire, battery, accessory dealers.....	230	222	220	222	225	236	233	216	211	220	223	230	239	1,588	1,544	
Gasoline service stations.....	1,627	1,611	1,618	1,594	1,581	1,584	1,621	1,544	1,550	1,566	1,571	1,577	1,600	11,236	10,787	
Drug and proprietary stores.....	670	683	678	677	678	674	667	669	670	661	662	682	677	4,727	4,681	
Liquor stores.....	456	457	458	471	469	475	476	447	457	457	459	462	464	3,262	3,093	

¹ Final estimates.² Preliminary estimates.

See Explanatory Material, page 15.

³ Includes men's, boys' clothing; furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JULY 1963

Kind of business	Percentage changes in sales— all retail stores			Kind of business	Percentage changes in sales— all retail stores		
	July 1963 from—		7 mos. 1963 from 7 mos. 1962		July 1963 from—		7 mos. 1963 from 7 mos. 1962
	July 1962	June 1963			July 1962	June 1963	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+8	-1	+5	Furniture and appliance group.....	+10	+3	+7
Durable-goods stores, total.....	+11	-1	+8	Furniture stores.....	+5	+2	+6
Nondurable-goods stores, total.....	+6	-1	+4	Floor coverings stores*.....	+27	-5	+17
Food group.....	+5	+1	+3	Household appliance, TV, radio stores.....	+18	+6	+8
Grocery stores.....	+5	0	+3	Household appliance stores.....	+10	+5	+2
Meat markets.....	+8	+6	+2	TV, radio stores*.....	+53	+10	+30
Fruit stores, vegetable markets*.....	+20	+27	+12	Lumber, building, hardware, farm equipment group.....	+4	+2	+2
Candy, nut, confectionery stores*.....	+4	+6	-3	Lumber, building materials dealers.....	+3	+7	0
Bakery products stores.....	0	-7	+3	Lumber yards.....	+4	+7	+3
Delicatessen stores*.....	-4	0	+1	Paint, glass, wallpaper stores*.....	+12	+2	+7
Eating and drinking places.....	+6	+4	+5	Heating and plumbing equipment dealers*.....	+7	+12	-15
Eating places.....	+6	+4	+6	Hardware stores.....	+3	-2	+1
Restaurants, cafeterias, lunchrooms.....	+5	+4	+6	Farm equipment dealers*.....	+7	-5	+7
Drinking places.....	+6	+5	+4	Automotive group.....	+13	-2	+9
General merchandise group.....	+11	-7	+7	Passenger car dealers.....	+15	-2	+9
Department stores and dry goods, general merchandise stores.....	+12	-8	+8	Passenger car dealers (franchised).....	+18	-2	+11
Department stores.....	+11	-9	+6	Tire, battery, accessory dealers.....	+11	-1	+3
Variety stores.....	+6	-4	+3	Gasoline service stations.....	+5	+4	+4
Mail order houses (department store merchandise).....	+20	+5	+9	Fuel, fuel oil dealers*.....	+3	-1	+9
Apparel group.....	+4	-10	+1	Fuel dealers, except fuel oil*.....	+1	+1	+7
Men's, boys' clothing, furnishings stores.....	+10	-15	+2	Fuel oil dealers*.....	+6	-4	+10
Men's, boys' clothing stores*.....	+12	-15	+4	Drug and proprietary stores.....	+1	-2	+1
Men's, boys' furnishings stores*.....	+3	-17	-6	Drug stores.....	+2	-2	+1
Women's ready-to-wear stores.....	+6	-9	+3	Liquor stores.....	+7	+4	+6
Family clothing stores.....	+2	-12	-2	Jewelry stores*.....	+5	-17	+7
Women's apparel, accessory, specialty stores*..	+13	-2	0	Florists*.....	+18	-19	+15
Shoe stores.....	-2	-12	-1	Book stores*.....	+17	+6	+23
				Stationery stores*.....	+24	-6	+20
				Music stores*.....	+14	-2	+15
				Camera, photographic supply stores*.....	+4	-4	+21
				Optical goods stores*.....	+21	0	+16
				Typewriter stores*.....	+21	-6	+31

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+6	+1	+5	Furniture and appliance group.....	+8	+4	+7
Durable-goods stores, total.....	+8	+3	+8	Furniture, home furnishings stores.....	+3	-1	+6
Nondurable-goods stores, total.....	+5	+1	+4	Household appliance, TV, radio stores.....	+17	+12	+8
Food group.....	+4	+2	+3	Lumber, building, hardware, farm equipment group.....	+1	0	+2
Grocery stores.....	+3	+2	+3	Lumber, building materials dealers.....	0	-1	0
Eating and drinking places.....	+6	0	+6	Hardware stores.....	+1	+1	+1
General merchandise group.....	+8	+1	+7	Automotive group.....	+9	+3	+9
Department stores.....	+8	0	+6	Passenger car and other automotive dealers....	+10	+4	+10
Variety stores.....	+4	-1	+3	Tire, battery, accessory dealers.....	+8	-1	+3
Mail order houses (department store merchandise).....	+15	+5	+9	Gasoline service stations.....	+5	+2	+4
Apparel group.....	+2	+3	+1	Drug and proprietary stores.....	0	-1	+1
Men's, boys' wear stores.....	+7	+9	+3	Liquor stores.....	+6	0	+5
Women's apparel, accessory stores.....	+4	0	+2				
Shoe stores.....	-4	+1	-1				

* See Explanatory Material, page 16.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 10, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 10.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JULY 1963

(Millions of dollars)																
Kind of business	1963							1962							Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,075	3,826	4,571	4,651	4,849	4,767	4,601	4,269	4,670	4,559	4,692	5,056	6,527	31,340	30,072	
Durable-goods stores, total.....	283	272	324	355	384	385	388	362	378	356	392	395	468	2,391	2,282	
Nondurable-goods stores, total.....	3,792	3,554	4,247	4,296	4,465	4,382	4,213	3,907	4,292	4,203	4,300	4,661	6,059	28,949	27,790	
Food group.....	1,951	1,842	2,119	1,920	2,123	2,006	1,974	1,873	2,015	1,946	1,943	2,053	2,165	13,935	13,573	
Grocery stores ¹	1,897	1,790	2,067	1,862	2,063	1,950	1,915	1,818	1,960	1,893	1,890	2,000	2,103	13,544	13,200	
Eating and drinking places.....	91	89	102	102	107	108	111	105	106	101	103	99	101	710	692	
General merchandise group.....	1,120	1,035	1,329	1,504	1,491	1,537	1,436	1,262	1,459	1,436	1,519	1,734	2,664	9,452	8,756	
Department stores and dry goods, general merchandise stores.....	792	708	950	1,058	1,062	1,118	1,023	887	1,008	1,019	1,077	1,214	1,849	6,711	6,178	
Department stores.....	689	618	829	921	927	977	891	770	870	885	939	1,062	1,617	5,852	5,379	
Variety stores.....	191	204	241	294	276	276	263	248	285	271	279	307	578	1,745	1,684	
Apparel group.....	232	202	283	353	315	307	263	250	291	318	314	346	546	1,955	1,920	
Men's, boys' wear stores ²	24	19	25	29	29	30	25	22	23	25	30	35	58	181	180	
Women's apparel, accessory stores ³	93	82	116	141	135	130	115	100	115	125	124	143	228	812	755	
Women's ready-to-wear stores.....	86	76	107	129	124	120	106	91	106	115	114	132	209	748	686	
Shoe stores.....	70	64	87	113	90	87	71	79	96	105	93	93	142	582	605	
Furniture and appliance group.....	72	71	85	83	91	92	91	85	90	89	101	104	119	585	567	
Tire, battery, accessory dealers.....	69	62	77	92	97	103	102	96	91	86	92	92	126	602	600	
Other retail stores.....	364	362	389	394	410	397	398	383	395	386	407	431	604	2,714	2,598	
Drug and proprietary stores.....	129	128	135	134	138	141	138	129	131	129	132	137	213	943	898	
Liquor stores.....	85	84	96	93	100	95	99	92	96	91	98	106	169	652	615	

Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	4,751	4,737	4,778	4,705	4,732	4,846	4,914	4,640	4,646	4,698	4,647	4,713	4,774	33,463	32,052
Grocery stores.....	1,965	1,952	1,940	1,946	1,955	1,964	1,992	1,929	1,924	1,943	1,954	1,940	1,967	13,714	13,365
Eating and drinking places.....	99	102	104	103	104	104	105	100	100	99	101	100	101	721	704
General merchandise group.....	1,511	1,513	1,569	1,503	1,512	1,616	1,628	1,466	1,464	1,498	1,443	1,508	1,520	10,852	10,067
Department stores.....	925	923	966	914	931	1,002	1,009	895	888	911	882	930	945	6,670	6,133
Variety stores.....	288	288	294	287	285	297	295	284	285	291	285	288	285	2,034	1,963
Apparel group.....	317	311	311	309	309	311	324	312	321	316	304	317	319	2,192	2,155
Men's, boys' wear stores.....	29	29	29	29	29	28	33	29	30	30	29	20	29	206	206
Women's apparel, accessory stores.....	133	126	131	126	131	136	141	125	124	126	121	128	127	924	859
Shoe stores.....	92	94	92	89	85	83	82	94	104	96	94	96	99	617	644
Tire, battery, accessory dealers.....	92	88	89	90	88	93	92	89	86	93	89	92	96	632	631
Drug and proprietary stores.....	140	143	140	139	143	144	145	136	140	138	140	140	138	994	943

¹ Based on weekly sales figures converted to calendar month totals. For July 1963, weekly sales (in millions of dollars) were as follows: For week ending: July 6 = 457; July 13 = 457; July 20 = 459; July 27 = 438; August 3 = 459.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JULY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)																
Kind of business	1963							1962 ¹							Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	July ²	July	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962	
United States, total.....	4,901	4,592	5,469	5,574	5,776	5,685	5,492	5,041	5,526	5,413	5,622	6,044	7,767	37,489	35,294	
Food group.....	2,211	2,087	2,383	2,166	2,385	2,261	2,241	2,097	2,251	2,184	2,200	2,300	2,439	15,734	15,039	
Grocery stores.....	2,138	2,016	2,309	2,086	2,302	2,184	2,158	2,019	2,174	2,110	2,125	2,225	2,354	15,193	14,478	
Eating and drinking places.....	135	129	147	148	156	162	166	149	156	148	150	149	153	1,043	968	
General merchandise group.....	1,235	1,148	1,476	1,660	1,643	1,690	1,572	1,373	1,614	1,601	1,694	1,953	2,973	10,424	9,585	
Department stores and dry goods, general merchandise stores.....	880	792	1,064	1,181	1,188	1,249	1,137	973	1,126	1,145	1,212	1,368	2,073	7,491	6,764	
Department stores.....	753	679	913	1,010	1,016	1,070	969	831	943	968	1,033	1,168	1,782	6,410	5,814	
Drug and proprietary stores.....	156	154	162	160	167	169	165	159	164	158	161	166	256	1,133	1,094	

¹ Final estimates.

² Preliminary estimates.

Note: United States and group totals include kinds of business not shown separately.

See Explanatory Material, page 15.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: JULY 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales			Area	Percentage change in sales		
	July 1963 from--		7 mos. 1963 from 7 mos. 1962		July 1963 from--		7 mos. 1963 from 7 mos. 1962
	July 1962	June 1963			July 1962	June 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+15	-18	+4
Akron, Ohio.....	+10	+8	+3	New York City.....	+9	-22	-1
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	+12	-12	+3
Asheville, N. C.....	+6	-15	+4	Norfolk-Portsmouth, Va.....	+6	-1	+2
Atlanta, Ga.....	+4	+3	+6	Oklahoma City, Okla.....	+6	+4	+4
Augusta, Ga.....	+5	-11	+4	Omaha, Nebr.....	+6	0	+6
Baltimore, Md.....	+14	-14	+5	Peoria, Ill.....	+6	-16	+2
Baton Rouge, La.....	+12	-8	+15	Philadelphia, Pa.....	+4	-18	-2
Binghamton, N. Y.....	+6	-7	0	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	+1	+1	-3	Pittsburgh, Pa.....	+10	-19	+1
Boaton, Mass.....	+8	-17	+4	Portland, Oreg.....	+10	+1	+4
Buffalo, N. Y.....	+14	-12	+8	Reading, Pa.....	+3	-21	+1
Canton, Ohio.....	+9	-1	+2	Richmond, Va.....	+8	+1	+2
Chattanooga, Tenn.....	+10	-12	+4	Rochester, N. Y.....	+20	-8	+8
Chicago, Ill.....	+9	-16	+5	Sacramento, Calif.....	+11	+8	+6
Cincinnati, Ohio.....	+3	-2	0	St. Louis, Mo.....	+1	-13	0
Cleveland, Ohio.....	+6	-3	0	Salt Lake City, Utah.....	+4	-6	+3
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+2	+3	+5
Columbus, Ohio.....	+8	+2	+5	San Bernardino, Calif.....			
Corpus Christi, Tex.....	+6	-2	+3	San Diego, Calif.....	+9	0	+5
Dallas, Tex.....	+7	+7	+3	Savannah, Ga.....	+4	-8	+8
Denver, Colo.....	+12	+2	+5	Seattle, Wash.....	-9	-11	-9
Des Moines, Iowa.....	+6	-3	+5	Shreveport, La.....	+5	-4	+7
Detroit, Mich.....	+11	-13	+5	South Bend, Ind.....	+1	-7	0
El Paso, Tex.....	+6	-5	0	Spokane, Wash.....	+4	-15	0
Erie, Pa.....	+5	-14	0	Springfield, Mo.....	+5	+4	+3
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+6	-1	+4
Flint, Mich.....	+8	-15	+8	Syracuse, N. Y.....	+7	-17	+2
Fort Wayne, Ind.....	+10	-6	+3	Tacoma, Wash.....	+3	-2	-2
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+11	0	+8
Grand Rapids, Mich.....	+9	-9	+1	Toledo, Ohio.....	+6	-7	+2
Houston, Tex.....	+7	+10	+5	Trenton, N. J.....	+11	-14	+3
Indianapolis, Ind.....	+4	-12	+4	Tulsa, Okla.....	+3	-4	+5
Jacksonville, Fla.....	+18	+5	+13	Utica-Rome, N. Y.....	+23	-9	+14
Kansas City, Mo.....	+11	-3	+7	Waco, Tex.....	+1	-2	+3
Knoxville, Tenn.....	+12	+11	+1	Washington, D. C.....	+16	-9	+9
Lancaster, Pa.....	+2	-7	+1	Wheeling, W. Va.....	+11	-4	+1
Lexington, Ky.....	+11	-10	+4	Wichita, Kans.....	+6	-6	+1
Los Angeles, Long Beach, Calif.....	+11	-2	+8	Worcester, Mass.....	+13	-13	0
Louisville, Ky.....	+6	-6	+3	Youngstown, Ohio.....	+11	0	-3
Macon, Ga.....	+11	+2	+5	CITIES			
Memphis, Tenn.....	+2	+3	+4	Bridgeport, Conn.....	+5	-2	-1
Miami, Fla.....	+15	-3	+9	Bristol, Tenn.-Va.....	+7	-5	-2
Milwaukee, Wis.....	+9	-3	+1	Duluth, Minn.-Superior, Wis.....	+9	0	-2
Mobile, Ala.....	+2	-6	+3	Minneapolis, Minn.....	+8	-23	+6
New Orleans, La.....	+11	+1	+9	Oakland-Berkeley, Calif.....	+13	+6	+8
				Portsmouth, Ohio.....	+6	-13	-5
				Rome, Ga.....	+9	-7	+6
				St. Paul, Minn.....	+4	-11	-2
				San Francisco, Calif.....	-1	-7	-1
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: JULY 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963							1962 ¹							Percentage change, July 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	July ²	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1962	June 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	13,474	12,700	12,912	13,352	13,634	13,799	13,800	12,948	13,045	13,156	13,390	13,557	14,299	+7	0	
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,160	6,339	6,491	6,153	6,213	6,148	6,245	6,203	6,241	+5	+2	
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,474	7,460	7,309	6,795	6,832	7,008	7,145	7,354	8,058	+8	-2	
Food group.....	328	320	332	326	342	341	342	351	364	365	355	345	354	-3	0	
Grocery stores.....	270	270	276	272	291	292	297	295	300	303	297	288	297	+1	+2	
Eating and drinking places.....	87	81	80	76	74	78	74	58	60	57	70	76	96	+28	-5	
General merchandise group.....	4,510	3,994	4,031	4,144	4,228	4,325	4,314	3,838	3,885	4,030	4,131	4,278	4,782	+12	0	
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,227	3,288	3,297	2,940	2,961	3,080	3,183	3,278	3,720	+12	0	
Department stores.....	3,104	2,685	2,695	2,788	2,853	2,914	2,905	2,634	2,642	2,758	2,847	2,934	3,340	+10	0	
Mail order houses (department store mdse.)..	850	791	805	812	836	868	846	755	770	794	803	838	879	+12	-3	
Apparel group.....	998	913	932	950	892	879	824	821	828	893	926	930	1,090	0	-6	
Women's ready-to-wear stores.....	453	414	438	448	418	400	361	363	367	402	420	429	509	-1	-10	
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,067	2,031	2,041	1,876	1,926	1,919	1,982	2,010	2,130	+9	0	
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,575	1,543	1,548	1,410	1,460	1,468	1,500	1,535	1,636	+10	0	
Furniture stores.....	1,454	1,392	1,387	1,366	1,446	1,426	1,425	1,274	1,321	1,316	1,332	1,367	1,481	+12	0	
Household appliance, TV, radio stores.....	472	479	472	482	492	488	493	466	466	451	482	475	494	+6	+1	
Household appliance dealers.....	408	419	416	413	428	434	440	419	412	400	421	419	432	+5	+1	
Lumber, building, hardware, farm equip. group.	1,619	1,587	1,634	1,769	1,854	1,925	1,993	1,989	2,001	1,982	1,995	1,936	1,747	0	+4	
Lumber yards, building materials dealers ³ ...	1,177	1,136	1,125	1,231	1,283	1,345	1,408	1,395	1,426	1,421	1,445	1,438	1,265	+1	+5	
Lumber yards.....	878	852	836	917	962	1,014	1,063	1,063	1,077	1,067	1,066	1,059	951	0	+5	
Automotive group.....	1,329	1,276	1,349	1,401	1,408	1,456	1,519	1,478	1,462	1,418	1,470	1,421	1,432	+3	+4	
Passenger car dealers ⁴	877	834	897	947	936	943	982	976	967	935	986	933	939	+1	+4	
Passenger car dealers (franchised).....	821	775	830	867	861	869	908	907	895	867	916	864	872	0	+4	
Tire, battery, accessory dealers.....	422	412	422	429	442	479	504	463	456	448	443	447	459	+9	+5	
Gasoline service stations.....	431	419	436	460	472	471	456	459	457	441	456	455	420	-1	-3	
Other retail stores.....	2,099	2,101	2,134	2,241	2,297	2,293	2,237	2,078	2,062	2,051	2,005	2,106	2,248	+8	-2	
CHARGE ACCOUNTS																
United States, total.....	6,842	6,586	6,658	7,032	7,202	7,147	7,125	6,898	6,973	6,977	7,153	7,223	7,441	+3	0	
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,390	3,478	3,585	3,422	3,489	3,434	3,578	3,488	3,312	+5	+3	
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,812	3,669	3,540	3,476	3,484	3,543	3,575	3,735	4,129	+2	-4	
Food group.....	321	312	325	319	331	329	332	344	356	357	347	338	346	-3	+1	
General merchandise group.....	1,034	928	873	890	918	885	869	834	845	877	881	958	1,185	+4	-2	
Department stores and dry goods, general merchandise stores.....	942	838	782	793	821	781	765	737	741	771	787	856	1,087	+4	-2	
Department stores.....	820	715	662	673	705	684	653	644	647	680	692	760	970	+1	-5	
Apparel group.....	727	651	664	682	632	617	585	589	593	656	677	696	827	-1	-5	
Furniture and appliance group.....	630	608	591	610	629	631	630	560	582	588	630	616	650	+13	0	
Furniture, home furnishings stores.....	477	454	440	461	483	475	478	409	437	451	468	455	477	+17	+1	
Lumber, building, hardware, farm equip. group.	1,430	1,402	1,439	1,580	1,655	1,730	1,795	1,782	1,803	1,784	1,810	1,745	1,553	+1	+4	
Lumber yards, building materials dealers ³ ...	1,109	1,068	1,062	1,173	1,221	1,286	1,349	1,333	1,367	1,360	1,386	1,378	1,204	+1	+5	
Lumber yards.....	823	798	787	873	915	968	1,016	1,017	1,033	1,022	1,023	1,014	903	0	+5	
Automotive group.....	745	713	754	795	817	813	855	824	830	800	854	820	796	+4	+5	
Passenger car dealers (franchised).....	540	516	548	581	579	572	605	585	592	566	607	578	554	+3	+6	
Gasoline service stations.....	419	410	427	451	463	461	445	442	446	429	445	445	409	+1	-3	
INSTALLMENT ACCOUNTS																
United States, total.....	6,632	6,114	6,254	6,320	6,432	6,652	6,675	6,050	6,072	6,179	6,237	6,334	6,858	+10	0	
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,770	2,861	2,906	2,731	2,724	2,714	2,667	2,715	2,929	+6	+2	
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,662	3,791	3,769	3,319	3,348	3,465	3,570	3,619	3,929	+14	-1	
General merchandise group.....	2,476	3,066	3,158	3,254	3,310	3,440	3,445	3,004	3,040	3,153	3,250	3,320	3,597	+15	0	
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,406	2,507	2,532	2,203	2,220	2,309	2,396	2,422	2,633	+15	+1	
Department stores.....	2,284	1,970	2,033	2,115	2,148	2,230	2,252	1,990	1,995	2,078	2,155	2,174	2,370	+13	+1	
Apparel group.....	271	262	268	268	260	262	239	232	235	237	249	234	263	+3	-9	
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,438	1,400	1,411	1,316	1,344	1,331	1,352	1,394	1,480	+7	+1	
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,092	1,068	1,070	1,001	1,023	1,017	1,032	1,080	1,159	+7	0	
Household appliance, TV, radio stores.....	319	326	321	333	346	332	341	316	321	314	320	314	321	+8	+3	
Lumber, building, hardware, farm equip. group.	189	185	195	189	199	195	198	209	198	198	185	191	194	-5	+2	
Automotive group.....	584	563	595	606	591	643	664	654	632	618	616	601	636	+2	+3	
Tire, battery, accessory dealers.....	254	254	257	258	249	289	303	270	269	262	254	259	266	+12	+5	

¹ Final estimates.² Preliminary estimates.³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 11.

See Explanatory Material, page 16.

Table 7 ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS: JULY 1963

(Millions of dollars. Dts NOT ADJUSTED for seasonal variations)

Kind of business	1963							1962 ¹							Percentage change, July 1963 from--	
	Jsn.	Feb.	Mar.	Apr.	May	June ¹	July ²	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1962	June 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	4,688	4,198	4,267	4,377	4,468	4,606	4,614	4,119	4,178	4,308	4,421	4,524	4,894	+12	0	
Dursble-goods stores, total.....	1,126	1,088	1,100	1,103	1,112	1,150	1,167	1,126	1,131	1,136	1,136	1,151	1,155	+4	+1	
Nondursble-goods stores, total.....	3,562	3,110	3,167	3,274	3,356	3,456	3,447	2,993	3,047	3,172	3,285	3,373	3,739	+15	0	
General merchandise group.....	3,162	2,733	2,778	2,873	2,953	3,058	3,069	2,635	2,700	2,823	2,914	3,000	3,316	+16	0	
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,321	2,401	2,406	2,083	2,122	2,225	2,311	2,365	2,633	+16	0	
Department stores.....	2,249	1,915	1,949	2,028	2,077	2,149	2,153	1,883	1,911	2,005	2,083	2,128	2,382	+14	0	
Apparel group.....	234	216	224	230	224	227	212	194	190	194	203	205	251	+9	-7	
Furniture and sppliance group.....	339	334	336	335	332	332	335	327	328	326	335	339	350	+2	+1	
Tire, battery, accessory dealers.....	264	259	257	264	268	299	310	285	279	278	271	271	280	+9	+4	
CHARGE ACCOUNTS																
United States, total.....	972	887	870	888	923	928	902	866	872	900	934	960	1,067	+4	-3	
Dursble-goods stores, total.....	277	267	271	280	296	315	320	315	311	319	331	324	304	+2	+2	
Nondurable-goods stores, total.....	695	620	599	608	627	613	582	551	561	581	603	636	763	+6	-5	
General merchandise group.....	429	371	341	341	359	352	334	312	328	348	353	384	481	+7	-5	
Department stores and dry goods, general merchandise stores.....	392	336	306	306	323	310	291	279	287	307	316	347	440	+4	-6	
Department stores.....	358	306	278	278	296	284	266	260	267	287	295	325	419	+2	-6	
Apparel group.....	113	99	103	108	105	106	98	95	90	92	96	97	124	+3	-8	
Furniture and appliance group.....	39	41	41	40	37	39	37	41	38	39	42	43	48	-10	-5	
INSTALLMENT ACCOUNTS																
United States, total.....	3,716	3,311	3,397	3,489	3,545	3,678	3,712	3,253	3,306	3,408	3,487	3,564	3,827	+14	+1	
Dursble-goods stores, total.....	849	821	829	823	816	835	847	811	820	817	805	827	851	+4	+1	
Nondursble-goods stores, totsl.....	2,867	2,490	2,568	2,666	2,729	2,843	2,865	2,442	2,486	2,591	2,682	2,737	2,976	+17	+1	
General merchandise group.....	2,733	2,362	2,437	2,532	2,594	2,706	2,735	2,323	2,372	2,475	2,561	2,616	2,835	+18	+1	
Deptment stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,998	2,091	2,115	1,804	1,835	1,918	1,995	2,018	2,193	+17	+1	
Department stores.....	1,891	1,609	1,671	1,750	1,781	1,865	1,887	1,623	1,644	1,718	1,788	1,803	1,963	+16	+1	
Apparel group.....	121	117	121	122	119	121	114	99	100	102	107	108	127	+15	-6	
Furniture and sppliance group.....	300	293	295	295	295	293	298	286	290	287	293	296	302	+4	+2	

¹ Final estimates.

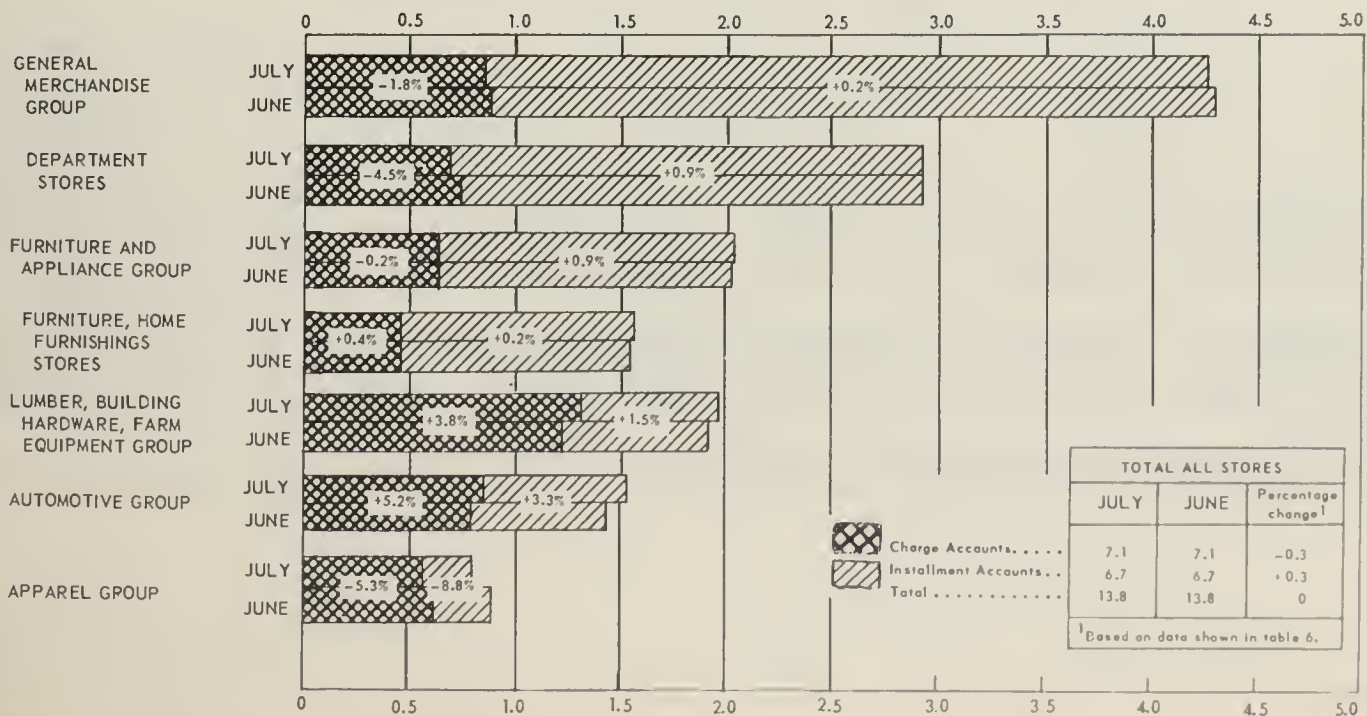
² Preliminary estimates.

See Explanatory Material, page 16.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 12.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--JUNE AND JULY 1963

(Billions of dollars)



NOTE: July data are based on preliminary estimates while June data are based on final estimates.

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates ^a		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 15.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

Kind of business	(Percent)		Kind of business	(Percent)	
	Range	Median		Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 16.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 15.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 17, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. Implicit seasonal factors are shown for data at the group and total levels. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business, groups and totals are presented in Table 13, p. 18. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to this issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. SEASONAL ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JULY 1962--MAY 1964

Kind of business	1962										1963										1964				
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr. ¹	May ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May		
	All stores																								
United States, total.....	97.4	101.3	95.4	103.5	104.0	119.1	89.6	83.9	96.6	101.2	105.1	101.2	99.2	101.9	94.7	102.9	104.6	118.6	91.0	87.4	95.1	100.7	103.7		
Durable-goods stores, total.....	100.4	101.6	90.4	109.3	104.7	104.3	86.0	82.0	97.1	105.1	111.2	106.2	103.0	101.6	91.6	107.7	103.3	105.5	87.1	83.6	97.1	104.4	106.6		
Nondurable-goods stores, total.....	95.9	101.1	97.7	100.8	102.9	126.1	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.6	105.1	124.3	92.8	88.9	93.8	98.8	102.2		
Food group.....	97.9	103.1	98.9	101.2	101.2	106.7	96.2	91.3	102.5	96.2	103.6	100.7	99.4	106.4	95.8	99.2	103.7	103.0	99.6	97.0	95.8	97.2	104.6		
Grocery stores.....	97.6	103.0	98.9	98.3	101.2	106.5	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	102.7	100.2	97.3	95.8	96.0	104.9		
Eating and drinking places.....	109.8	111.6	103.8	102.0	98.2	100.4	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.1	90.8	86.9	93.6	96.4	104.0		
General merchandise group.....	85.1	98.3	96.2	104.5	115.2	175.4	75.6	69.8	86.1	99.9	98.1	94.0	87.3	98.8	95.3	105.1	116.8	174.9	76.1	72.7	87.8	96.7	96.0		
Department stores.....	84.0	96.8	97.4	105.9	116.9	177.9	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	177.5	75.2	69.8	87.2	96.7	95.5		
Variety stores.....	87.0	98.6	93.3	96.9	107.0	200.8	69.4	71.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	196.2	70.6	76.8	88.3	95.5	94.4		
Mail order houses (department store merchandise).....	77.3	102.1	91.6	112.9	141.4	155.3	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	160.8	80.4	74.3	93.6	96.1	90.2		
Apparel group.....	81.7	91.3	99.3	103.1	108.2	171.4	80.7	68.3	89.6	108.7	100.6	95.6	83.2	93.2	96.8	103.2	110.8	169.9	82.2	71.4	93.2	101.3	100.4		
Men's, boys' wear stores.....	81.7	83.2	88.1	100.0	110.7	196.3	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	192.3	90.0	72.4	80.9	92.5	98.4		
Women's apparel, accessory stores.....	80.9	90.8	98.6	103.6	108.6	170.0	81.7	70.7	92.6	108.3	102.8	89.5	82.2	92.9	96.4	104.7	109.9	168.1	82.0	74.3	96.4	102.6	102.7		
Shoe stores.....	87.0	99.3	111.1	100.1	95.9	132.7	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	130.5	79.7	72.3	101.0	114.4	104.1		
Furniture and appliance group.....	97.1	104.6	99.6	105.7	109.9	131.5	88.5	82.0	89.1	90.4	99.6	99.8	98.7	105.6	99.3	106.4	109.1	130.8	88.7	85.6	89.0	88.1	97.9		
Furniture, home furnishings stores	97.0	106.0	98.8	107.6	111.0	126.0	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	125.5	86.9	84.6	89.3	93.0	99.7		
Household appliance, TV, radio stores.....	97.1	102.2	100.9	102.4	107.5	141.3	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	140.3	91.6	87.0	87.9	86.2	94.3		
Lumber, building, hardware, farm equipment group.....	112.2	114.4	105.4	113.1	99.9	92.0	72.1	69.6	87.5	105.3	114.9	112.2	115.0	115.0	107.8	113.3	100.7	97.5	74.4	70.3	85.3	102.8	108.6		
Lumber yards, building materials dealers.....	114.6	120.9	106.7	118.0	105.3	85.7	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	87.0	73.5	69.7	84.9	102.4	106.5		
Hardware stores.....	103.9	102.8	98.7	100.0	97.8	130.0	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	129.1	79.8	72.9	85.8	104.5	116.1		
Automotive group.....	98.2	97.0	80.9	110.2	104.5	92.0	90.5	86.6	104.3	111.5	115.0	107.4	104.6	96.7	80.4	111.7	103.7	93.5	96.8	83.0	104.5	109.5	110.7		
Passenger car, other automotive dealers.....	97.6	96.3	80.0	110.6	104.8	89.9	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	82.1	109.5	104.2	91.3	93.4	89.1	105.4	111.4	110.6		
Tire, battery, accessory dealers.....	107.7	107.8	95.1	104.2	99.0	123.4	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	122.9	78.7	76.1	86.4	101.2	106.0		
Gasoline service stations.....	106.7	107.2	99.9	102.1	99.0	101.8	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.6	95.3	90.0	95.3	98.0	103.0		
Drug and proprietary stores.....	96.7	98.1	95.6	97.8	96.8	129.9	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	128.9	96.7	98.5	97.0	96.5	100.2		
Liquor stores.....	97.7	100.7	95.5	97.3	105.8	150.8	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	147.8	92.0	88.9	89.8	91.1	98.6		
	Group II stores																								
United States, total.....	93.4	100.9	97.8	100.8	106.3	137.7	85.2	80.8	98.3	97.4	100.9	98.3	93.6	100.8	97.4	100.4	107.1	136.9	86.5	84.1	96.5	97.4	(2)		
Grocery stores.....	94.3	101.9	97.4	96.7	103.1	106.9	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.4	92.7	98.6	106.2	102.1	102.0	98.2	96.0	97.5			
Eating and drinking places.....	105.6	106.6	102.2	101.9	99.4	100.0	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	99.9	92.6	90.6	98.2	98.8			
General merchandise group.....	86.2	99.3	96.0	122.6	115.4	176.1	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.6	95.0	104.7	116.1	175.5	74.7	71.2	86.7	97.0			
Department stores.....	86.1	98.0	97.0	106.5	114.2	171.1	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	170.8	74.7	69.7	87.2	99.3			
Variety stores.....	87.2	100.0	93.2	97.9	106.7	202.9	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	198.2	67.5	74.6	85.9	95.9			
Apparel group.....	79.8	91.4	100.5	102.7	109.1	170.6	72.3	64.4	99.5	106.0	102.6	98.7	81.5	93.0	97.8	103.4	111.3	168.0	73.4	67.8	95.8	106.4			
Men's, boys' wear stores.....	75.2	76.1	81.8	104.8	120.9	202.5	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	103.9	124.2	198.1	84.1	66.9	87.5	96.3			
Women's apparel, accessory stores.....	80.4	92.4	99.1	102.8	111.5	179.1	73.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	176.7	70.4	68.4	94.6	103.7			
Shoe stores.....	84.3	91.8	108.9	98.5	97.1	142.7	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	140.0	77.1	72.6	100.0	114.5			
Tire, battery, accessory stores.....	107.4	105.8	92.9	103.0	99.9	131.1	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	130.7	75.7	74.4	84.4	100.0			
Drug and proprietary stores.....	94.7	94.1	93.6	94.8	97.9	164.4	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.2	92.4	93.8	95.1	96.2			

NOTE: The seasonal adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

¹ Factors reflect Easter adjustments, if any, that were made in this month.

² 1964 factors are presently available only through April 1964.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR SEASONALLY ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	\bar{I}/\bar{C}	MCD	Average duration of run				
									CI	I	C	MCD	
All stores													
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62	
Durable-goods stores, total.....	7.48	6.12	27.6	1.79	1.56	.87	1.79	2	2.25	1.49	9.54	3.24	
Nondurable-goods stores, total.....	8.05	5.98	34.8	.68	.58	.35	1.66	2	1.82	1.63	31.00	3.42	
Food group.....	5.88	2.39	9.6	.72	.61	.34	1.79	2	1.72	1.43	31.00	4.92	
Grocery stores.....	6.03	2.22	9.0	.73	.63	.38	1.66	2	1.72	1.41	62.00	4.56	
Eating and drinking places.....	5.23	3.69	20.1	.86	.78	.35	2.23	3	2.14	1.65	10.33	5.08	
General merchandise group.....	17.39	15.30	101.8	1.34	1.24	.40	3.10	3	1.82	1.68	13.78	2.84	
Department stores.....	17.62	15.98	105.1	1.63	1.50	.46	3.26	3	1.72	1.48	12.40	2.60	
Variety stores.....	19.33	18.92	129.7	1.65	1.58	.47	3.36	4	1.77	1.55	15.50	5.04	
Mail order houses (department store mdse.).....	16.33	14.40	84.0	2.15	2.10	.61	3.44	3	1.72	1.59	31.00	4.69	
Apparel group.....	17.26	17.22	97.0	1.81	1.72	.47	3.66	4	1.63	1.55	13.78	4.17	
Men's, boys' wear stores.....	22.06	20.24	120.5	2.68	2.43	.81	3.00	4	1.82	1.59	8.86	3.36	
Women's apparel, accessory stores.....	18.56	16.67	91.5	1.84	1.75	.56	3.13	4	1.70	1.53	12.40	4.65	
Shoe stores.....	19.07	17.62	57.7	2.66	2.57	.63	4.08	4	1.75	1.63	8.27	3.56	
Furniture and appliance group.....	8.30	8.00	44.4	1.24	1.14	.50	2.28	3	1.91	1.43	13.78	4.88	
Furniture, home furnishings stores.....	8.89	7.93	41.3	1.45	1.27	.57	2.23	3	2.14	1.48	13.78	4.52	
Household appliance, TV, radio stores.....	9.86	8.87	51.9	1.78	1.60	.71	2.25	3	1.85	1.61	9.54	4.52	
Lumber, building, hardware, farm equipment group...	8.87	8.78	48.1	1.81	1.62	.59	2.75	4	2.00	1.77	8.27	3.90	
Lumber yards, building materials dealers.....	9.04	8.58	45.2	1.89	1.71	.72	2.38	3	1.77	1.55	8.86	4.07	
Hardware stores.....	12.43	10.92	53.1	1.68	1.58	.49	3.22	4	1.97	1.97	6.53	4.48	
Automotive group ²	7.45	5.87	28.1	3.09	2.72	1.26	2.16	3	2.10	1.46	7.29	3.70	
Passenger car, other automotive dealers.....	7.54	5.18	29.0	2.84	2.48	1.17	2.12	3	2.03	1.46	9.54	3.30	
Tire, battery, accessory dealers.....	12.41	10.16	47.3	2.45	2.18	.94	2.32	3	1.91	1.61	9.54	3.94	
Gasoline service stations.....	4.32	2.68	13.3	.85	.63	.52	1.21	2	2.10	1.65	62.00	4.24	
Drug and proprietary stores.....	6.87	5.99	32.0	1.00	.85	.48	1.77	2	2.38	1.72	10.33	3.84	
Liquor stores.....	11.76	9.15	59.8	1.27	1.12	.59	1.90	2	2.10	1.49	13.78	4.10	
Group II stores													
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80	
Grocery stores.....	7.95	2.26	9.6	1.06	.94	.54	1.74	2	1.91	1.43	41.33	4.24	
Eating and drinking places.....	4.44	2.86	14.7	1.49	1.43	.61	2.34	3	2.32	2.08	13.67	5.76	
General merchandise group.....	17.27	16.00	103.6	2.00	1.93	.75	2.57	3	1.63	1.63	14.88	3.77	
Department stores.....	17.13	15.26	98.5	2.45	2.30	.71	3.24	3	1.66	1.46	12.30	3.18	
Variety stores.....	20.32	20.07	134.6	1.64	1.62	.41	3.95	4	1.84	1.60	12.30	5.45	
Apparel group.....	21.88	20.17	99.5	2.65	2.49	.72	3.46	4	1.70	1.53	9.15	4.00	
Men's, boys' wear stores.....	26.73	24.88	132.5	4.72	4.75	1.07	4.44	5	2.28	2.12	9.46	7.93	
Women's apparel, accessory stores.....	20.91	19.42	109.3	2.45	2.30	.62	3.71	4	1.89	1.81	10.25	5.00	
Shoe stores.....	22.54	20.59	67.5	3.59	3.53	.62	5.69	6	1.62	1.58	11.18	7.87	
Tire, battery, accessory dealers.....	14.32	13.58	61.5	2.85	2.71	.83	3.27	4	1.86	1.76	9.46	4.80	
Drug and proprietary stores.....	10.52	9.39	60.6	1.64	1.46	.60	2.43	3	2.16	1.84	20.50	12.10	

¹ After adjustment for trading days.

² Summary measures for automotive group include effect of 1959 steel strike while passenger car dealers do not.

³ Before adjustment for trading days.

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc. New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6". MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC AFFAIRS
WASHINGTON, D. C.

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

monthly

RETAIL TRADE

AREA SALES SUPPLEMENT

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

For release
September 18, 1963

BR-63-7-Supp. 2

Retail Sales: July 1963

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, APRIL-JULY 1963 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO; UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences.)



THE LIBRARY OF THE
OCT 4 1963
UNIVERSITY OF ILLINOIS

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: JULY 1962 TO JULY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1963							1962							Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-July	July 1963		
														1963	from--	June	
														from--	1962	1962	
UNITED STATES, TOTAL.....	18,261	17,087	19,653	20,518	21,228	20,737	20,584	19,138	19,920	18,863	20,576	20,911	24,127	+5	+8	-1	
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	7,008	6,330	6,321	5,604	6,988	6,742	6,766	+8	+11	-1	
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	13,989	13,693	13,576	12,808	13,599	13,259	13,588	14,169	17,361	+4	+6	-1	
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	4,987	4,733	4,997	4,823	4,803	4,917	5,237	+3	+5	+1	
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,488	4,267	4,521	4,369	4,350	4,456	4,732	+3	+5	0	
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,658	1,566	1,630	1,513	1,485	1,445	1,479	+5	+6	+4	
GAF ² , total.....	3,572	3,234	3,994	4,421	4,375	4,347	4,107	3,770	4,285	4,341	4,548	5,051	7,462	+5	+9	-6	
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,138	1,926	2,241	2,232	2,372	2,711	4,119	+7	+11	-7	
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,226	1,106	1,266	1,303	1,377	1,575	2,422	+6	+11	-9	
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,012	971	1,096	1,193	1,214	1,320	2,127	0	+4	-10	
Furniture and appliance group.....	830	781	838	854	934	933	957	873	948	916	962	1,020	1,216	+7	+10	+3	
Lumber, bldg., hdwe., farm equip. gp.	921	886	1,128	1,359	1,422	1,417	1,450	1,397	1,435	1,343	1,420	1,271	1,190	+2	+4	+2	
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,037	3,567	3,421	2,808	4,082	3,869	3,434	+9	+13	-2	
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,733	1,647	1,662	1,564	1,604	1,561	1,629	+4	+5	+4	
Drug and proprietary stores.....	649	641	667	652	676	664	653	646	658	632	647	660	880	+1	+1	-2	
THE NORTHEASTERN STATES, TOTAL.....	4,752	4,366	5,018	5,274	5,494	5,287	5,158	4,897	5,037	4,762	5,208	5,471	6,294	+5	+5	-2	
Durable-goods stores, total.....	1,327	1,194	1,454	1,672	1,760	1,632	1,590	1,480	1,426	1,214	1,599	1,606	1,574	+8	+7	-3	
Nondurable-goods stores, total..	3,425	3,172	3,564	3,602	3,734	3,655	3,568	3,417	3,611	3,548	3,609	3,865	4,720	+4	+4	-2	
Food group.....	1,326	1,263	1,394	1,310	1,422	1,381	1,398	1,333	1,397	1,341	1,322	1,383	1,453	+3	+5	+1	
Grocery stores.....	1,114	1,059	1,173	1,092	1,180	1,153	1,156	1,107	1,168	1,121	1,104	1,160	1,210	+3	+4	0	
Eating and drinking places.....	407	376	425	439	477	493	509	506	514	474	459	441	451	+3	+1	+3	
GAF ² , total.....	1,000	879	1,085	1,222	1,220	1,218	1,097	1,025	1,166	1,218	1,290	1,457	2,080	+2	+7	-10	
General merchandise group.....	421	380	485	549	554	567	511	457	528	546	586	683	1,028	+6	+12	-10	
Department stores.....	258	226	302	345	344	353	299	265	301	329	356	419	648	+7	+13	-15	
Apparel group.....	335	273	361	425	389	390	319	309	346	489	401	446	679	-3	+3	-18	
Furniture and appliance group.....	C													+3	+3	+2	
Lumber, bldg., hdwe., farm equip. gp.	C													+3	+3	+2	
Gasoline service stations.....	281	259	292	296	304	305	317	320	322	300	303	295	298	+3	-1	+4	
Drug and proprietary stores.....	149	146	150	148	151	152	150	148	151	146	150	151	193	+2	+1	-1	
THE NORTH CENTRAL STATES, TOTAL.....	5,242	4,913	5,674	6,110	6,294	6,216	6,138	5,604	5,880	5,700	6,305	6,316	7,082	+6	+10	-1	
Durable-goods stores, total.....	1,583	1,534	1,844	2,102	2,138	2,150	2,140	1,856	1,884	1,740	2,226	2,097	2,018	+9	+15	0	
Nondurable-goods stores, total..	3,659	3,379	3,830	4,008	4,156	4,066	3,998	3,748	3,996	3,960	4,079	4,219	5,064	+4	+7	-2	
Food group.....	1,326	1,251	1,371	1,303	1,411	1,401	1,383	1,304	1,384	1,349	1,327	1,375	1,469	+3	+6	-1	
Grocery stores.....	1,219	1,152	1,268	1,194	1,289	1,281	1,263	1,188	1,261	1,229	1,208	1,255	1,339	+3	+6	-1	
Eating and drinking places.....	390	369	415	435	473	480	496	452	486	462	457	437	436	+8	+10	+3	
GAF ² , total.....	995	906	1,150	1,287	1,264	1,269	1,208	1,063	1,219	1,272	1,337	1,478	2,139	+8	+14	-5	
General merchandise group.....	533	497	648	731	717	723	666	601	709	733	764	875	1,285	+8	+11	-8	
Department stores.....	310	279	375	419	423	410	391	349	407	435	444	512	776	+7	+12	-5	
Apparel group.....	248	205	277	320	298	286	259	238	270	300	313	338	535	+3	+9	-9	
Furniture and appliance group.....	214	204	225	236	249	260	283	224	240	239	260	265	319	+17	+26	+9	
Lumber, bldg., hdwe., farm equip. gp.	304	301	385	496	519	535	532	494	530	523	552	492	448	+3	+8	-1	
Automotive group.....	940	904	1,103	1,244	1,217	1,206	1,179	1,012	977	818	1,256	1,166	1,001	+10	+17	-2	
Gasoline service stations.....	523	455	489	511	526	531	549	518	520	502	533	512	540	+3	+6	+3	
Drug and proprietary stores.....	196	192	202	192	199	193	192	191	196	193	197	206	273	+1	+1	-1	
THE SOUTH, TOTAL.....	4,933	4,685	5,398	5,544	5,691	5,523	5,496	5,075	5,332	4,984	5,393	5,423	6,391	+6	+8	0	
Durable-goods stores, total.....	1,685	1,649	1,878	1,971	2,038	1,972	1,935	1,755	1,800	1,587	1,905	1,810	1,915	+9	+10	-2	
Nondurable-goods stores, total..	3,248	3,036	3,520	3,573	3,653	3,551	3,561	3,320	3,532	3,397	3,488	3,613	4,476	+5	+7	0	
Food group.....	1,225	1,147	1,311	1,235	1,347	1,316	1,333	1,239	1,311	1,269	1,282	1,290	1,382	+5	+8	+1	
Grocery stores.....	1,171	1,093	1,254	1,173	1,280	1,251	1,258	1,176	1,251	1,215	1,227	1,234	1,320	+5	+7	+1	
Eating and drinking places.....	282	269	307	316	329	329	347	331	343	307	306	290	308	+3	+5	+5	
GAF ² , total.....	938	862	1,073	1,176	1,139	1,114	1,064	1,006	1,140	1,105	1,136	1,252	1,925	+3	+6	-4	
General merchandise group.....	467	437	568	613	593	584	554	497	576	546	576	648	1,026	+7	+11	-5	
Department stores.....	234	210	288	291	288	290	272	251	291	281	301	343	523	+1	+8	-6	
Apparel group.....	258	225	290	347	305	284	275	271	311	320	325	355	589	-1	+1	-3	
Furniture and appliance group.....	213	200	215	216	241	246	235	238	253	239	235	249	310	+1	-1	-4	
Lumber, bldg., hdwe., farm equip. gp.	266	265	333	387	388	358	371	372	382	350	371	326	302	+1	0	+4	
Automotive group.....	1,086	1,067	1,208	1,244	1,256	1,224	1,191	1,019	1,024	859	1,172	1,099	1,064	+14	+17	-3	
Gasoline service stations.....	441	412	455	459	474	480	505	475	488	456	457	445	473	+4	+6	+5	
Drug and proprietary stores.....	175	178	184	181	187	182	180	173	173	165	169	171	218	+2	+4	-1	
THE WEST, TOTAL.....	3,334	3,123	3,563	3,520	3,749	3,711	3,792	3,562	3,671	3,417	3,670	3,701	4,360	+4	+6	+2	
Durable-goods stores, total.....	1,100	1,055	1,207	1,237	1,303	1,290	1,343	1,239	1,211	1,063	1,258	1,220	1,259	+3	+8	+4	
Nondurable-goods stores, total..	2,234	2,068	2,356	2,283	2,446	2,421	2,449	2,323	2,460	2,354	2,412	2,481	3,101	+4	+5	+1	
Food group.....	861	806	900	829	886	859	873	857	905	864	872	869	933	+2	+2	+2	
Grocery stores.....	759	744	836	764	820	798	811	796	841	804	811	807	863	+2	+2	+2	
Eating and drinking places.....	255	240	274	273	283	290	306	277	287	270	263	268	284	+7	+10	+6	
GAF ² , total.....	639	587	686	736	752	746	738	696	760	746	785	864	1,318	+7	+6	-1	
General merchandise group.....	335	313	374	406	414	413	407	371	428	407	446	505	780	+8	+10	-1	
Department stores.....	C													+8	+10	-2	
Apparel group.....	145	123	153	176	171	167	159	153	169	184	175	181	324	+2	+4	-5	
Furniture and appliance group.....	C													+9	+13	+4	
Gasoline service stations.....	C													+4	+8	+6	
Drug and proprietary stores.....	C													-2	-2	-4	

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report. ¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: JULY 1962 TO JULY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1963							1962						Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-July 1963 from--		June 1963 from--
														Apr.-July 1962	July 1962	June 1963
New England Division, total.....	1,207	1,074	1,196	1,278	1,348	1,311	1,289	1,192	1,232	1,153	1,237	1,346	1,569	+7	+8	-2
Durable-goods stores.....	348	302	355	438	472	449	424	376	359	300	372	389	409	+14	+13	-6
Nondurable-goods stores.....	859	772	841	840	876	862	865	816	873	853	865	957	1,160	+3	+6	0
Food group.....	330	305	337	315	345	338	341	330	352	327	319	348	358	+3	+3	+1
CAF ² , total.....	228	194	231	270	272	272	250	234	271	275	283	325	470	-2	+7	-8
General merchandise group.....														+1	+9	-8
Middle Atlantic Division, total.....	3,545	3,292	3,822	3,996	4,146	3,976	3,869	3,705	3,805	3,609	3,971	4,125	4,725	+4	+4	-3
Durable-goods stores.....	979	892	1,099	1,234	1,288	1,183	1,166	1,104	1,367	914	1,227	1,217	1,165	+6	+6	-1
Nondurable-goods stores.....	2,566	2,400	2,723	2,762	2,858	2,793	2,703	2,601	2,738	2,695	2,744	2,908	3,560	+3	+4	-3
CAF ² , total.....	772	685	854	952	948	946	847	791	895	943	1,007	1,132	1,610	+4	+7	-10
General merchandise group.....	325	296	380	426	431	439	393	349	402	419	454	526	793	+7	+13	-10
East North Central Division, total.....	3,724	3,481	4,013	4,302	4,427	4,366	4,328	3,906	4,092	3,957	4,386	4,447	5,031	+6	+11	-1
Durable-goods stores.....	1,088	1,045	1,255	1,451	1,470	1,478	1,485	1,231	1,244	1,139	1,494	1,419	1,363	+12	+21	0
Nondurable-goods stores.....	2,636	2,436	2,758	2,851	2,957	2,888	2,843	2,675	2,848	2,818	2,892	3,028	3,668	+4	+6	-2
Food group.....	988	932	1,024	968	1,049	1,035	1,018	954	1,013	983	971	1,020	1,094	+3	+7	-2
CAF ² , total.....	720	658	834	932	920	922	878	769	873	911	956	1,077	1,567	+8	+14	-5
General merchandise group.....	378	359	463	517	515	519	477	432	502	520	541	637	928	+7	+10	-8
West North Central Division, total.....	1,518	1,432	1,661	1,808	1,867	1,850	1,810	1,698	1,788	1,743	1,919	1,869	2,051	+5	+7	-2
Durable-goods stores.....	495	489	589	651	668	672	655	625	640	601	732	678	655	+3	+5	-3
Nondurable-goods stores.....	1,023	943	1,072	1,157	1,199	1,178	1,155	1,073	1,148	1,142	1,187	1,191	1,396	+5	+8	-2
Food group.....	338	319	347	335	362	366	365	350	371	366	356	355	375	+1	+4	0
CAF ² , total.....	275	248	316	355	344	347	330	294	346	361	381	401	572	+8	+12	-5
General merchandise group.....	155	138	185	214	202	204	189	169	207	213	223	238	357	+10	+12	-7
South Atlantic Division, total.....	2,460	2,293	2,646	2,734	2,776	2,700	2,677	2,430	2,550	2,374	2,618	2,699	3,206	+7	+10	-1
Durable-goods stores.....	810	769	888	950	967	936	923	787	804	704	893	865	913	+12	+17	-1
Nondurable-goods stores.....	1,650	1,524	1,758	1,784	1,809	1,764	1,754	1,643	1,746	1,670	1,725	1,834	2,293	+5	+7	-1
CAF ² , total.....	495	449	557	597	565	565	533	496	564	552	568	645	1,009	+4	+7	-6
General merchandise group.....	254	235	307	322	306	304	285	250	292	276	294	340	543	+8	+14	-6
East South Central Division, total.....	898	853	992	1,039	1,061	1,019	984	940	983	943	996	999	1,205	+5	+5	-3
Nondurable-goods stores.....	583	551	648	670	694	648	643	606	646	631	647	661	831	+5	+6	-1
Food group.....														+10	+12	-1
CAF ² , total.....	165	158	204	228	224	210	199	187	207	213	216	233	360	+2	+6	-5
General merchandise group.....	84	81	109	121	117	113	108	97	106	108	113	122	198	+7	+11	-4
West South Central Division, total.....	1,575	1,539	1,760	1,771	1,854	1,804	1,835	1,705	1,799	1,667	1,779	1,725	1,980	+6	+8	+2
Durable-goods stores.....														+6	+9	+2
Nondurable-goods stores.....	1,015	961	1,114	1,119	1,150	1,139	1,164	1,071	1,140	1,096	1,116	1,109	1,352	+6	+9	+2
Food group.....														+7	+10	+1
CAF ² , total.....	278	255	312	351	350	339	332	323	369	340	352	374	556	+3	+3	-2
General merchandise group.....	129	121	152	170	170	167	161	150	178	162	169	186	285	+5	+7	-4
Mountain Division, total.....	730	690	833	850	877	878	954	863	881	798	807	796	946	+1	+11	+9
Nondurable-goods stores.....	501	468	566	568	581	578	605	573	595	555	551	557	680	+1	+6	+5
Food group.....														-3	+1	+2
CAF ² , total.....	120	113	133	147	153	147	148	141	154	145	153	160	252	+2	+5	+1
General merchandise group.....	61	60	72	84	88	83	82	78	87	77	84	91	147	+4	+5	-1
Pacific Division, total.....	2,604	2,433	2,730	2,740	2,872	2,833	2,838	2,699	2,790	2,619	2,863	2,905	3,414	+5	+5	0
Durable-goods stores.....	871	833	940	955	1,007	990	994	949	925	826	1,002	981	993	+4	+5	0
Nondurable-goods stores.....	1,733	1,600	1,790	1,785	1,865	1,843	1,844	1,750	1,865	1,799	1,861	1,924	2,421	+5	+5	0
Food group.....	665	623	690	636	683	658	668	654	693	661	667	669	720	+3	+2	+2
CAF ² , total.....	519	474	553	589	599	599	590	535	606	601	632	704	1,066	+8	+10	-2

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to Table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: JULY 1962 TO JULY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1963							1962						Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-July 1963 from-- Apr.-July 1962	July 1963 from--	
															July 1962	June 1963
California.....	2,009	1,898	2,111	2,113	2,204	2,150	2,158	2,026	2,103	1,980	2,206	2,251	2,631	+5	+7	0
Illinois.....	1,100	1,026	1,203	1,275	1,290	1,235	1,201	1,108	1,170	1,150	1,262	1,316	1,528	+4	+8	-3
Massachusetts.....	603	535	595	624	662	636	612	564	580	551	595	672	785	+6	+9	-4
Michigan.....	805	745	846	909	947	936	947	853	887	856	960	963	1,073	+6	+11	+1
New Jersey.....	670	635	744	770	780	752	755	706	716	664	739	762	856	+7	+7	0
New York.....	1,825	1,690	1,921	1,996	2,075	1,992	1,904	1,832	1,909	1,847	2,022	2,107	2,441	+4	+4	-4
Ohio.....	920	871	1,006	1,072	1,100	1,087	1,105	998	1,044	996	1,116	1,135	1,268	+5	+11	+2
Pennsylvania.....	1,050	967	1,157	1,230	1,291	1,232	1,210	1,167	1,180	1,098	1,210	1,256	1,428	+3	+4	-2
Texas.....	959	959	1,084	1,097	1,149	1,104	1,121	1,062	1,112	1,033	1,095	1,061	1,199	+5	+6	+2

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: JULY 1962 TO JULY 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1963							1962						Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-July 1963 from-- Apr.-July 1962	July 1963 from--	
															July 1962	June 1963
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	767	731	878	915	913	884	847	788	833	823	905	947	1,104	+3	+7	-4
GAP ³							C							+5	+14	-10
New York-Northeastern N. J., total.....	1,661	1,550	1,768	1,813	1,864	1,778	1,672	1,604	1,634	1,611	1,797	1,861	2,147	+5	+4	-6
GAP ³	396	343	424	463	457	461	402	382	422	466	505	552	767	+3	+5	-13
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	706	669	808	843	841	810	778	721	767	759	831	872	1,025	+3	+8	-4
GAP ³							C							+6	+15	-10
Detroit, Mich., total.....							C							+9	+13	-2
GAP ³							C							+5	+17	-10
Los Angeles, Calif., total.....	923	847	947	945	978	953	961	906	941	887	1,014	1,035	1,232	+4	+6	+1
GAP ³							C							+8	+10	+1
New York, N. Y., total.....	1,195	1,106	1,240	1,270	1,312	1,250	1,173	1,136	1,166	1,164	1,288	1,342	1,568	+4	+3	-6
GAP ³							C							+3	+5	-13
Philadelphia, Pa., total.....							C							+2	+4	-4
GAP ³							C							+1	+14	-11

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Revised.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAP, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	s	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	b	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	s	a	s	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	s	s	b
General merchandise group.....	a	a	a	a	s	b	s	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all their stores. Figures for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1958 Census of Business. Such totals will be allocated in accordance with the distribution reported in the 1962 Annual Retail Trade Survey when the latter figures are developed. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL
AREA: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD
METROPOLITAN STATISTICAL AREA: Lake, Porter
counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL
AREA: New York City and Nassau, Rockland, Suffolk,
and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATIS-
TICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL
AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOL-
ITAN STATISTICAL AREA: Bergen and Passaic
counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties,
Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and
Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland,
Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware,
Montgomery, and Philadelphia counties, Pa.;
Burlington, Camden, and Gloucester counties,
N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS
FIRST CLASS MAIL

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

81
331 n2

Crown



FOR RELEASE
OCTOBER 9, 1963

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

BR-63-8

Retail Sales and End-of-Month Accounts Receivable: August 1963

Notice of revision.--Beginning with the July 1963 release, a new basis for deriving the data adjusted for seasonal variations and trading day differences in Tables 1 and 3 has been used. Figures for all months for which data are shown in this publication are on the revised basis. In a special Supplement to the July report, the revisions were carried back to 1953. See Explanatory Material, page 15.

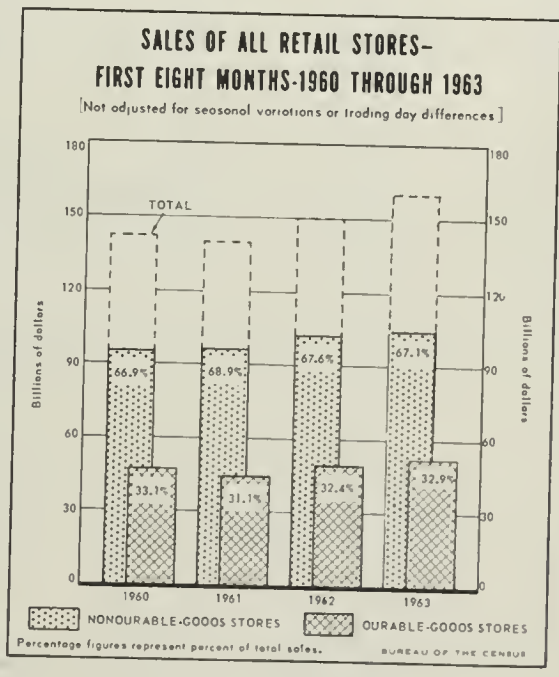
SALES

Total sales of all retail stores in the United States during August 1963 were estimated at \$21.0 billion, 2 percent above sales for July 1963 and 6 percent higher than August 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, August 1963 sales amounted to \$20.7 billion, virtually unchanged from July 1963 and 5 percent higher than August a year ago. Adjusted sales of durable goods stores in August 1963 decreased 3 percent from July 1963 and were 6 percent higher than August 1962. Adjusted sales of nondurable goods stores in August 1963 were 1 percent above the previous month and 5 percent higher than August a year ago.

Based on adjusted data, sales in the durable-goods stores category reflected a month-to-month increase in the lumber, building, hardware, farm equipment group (+3%) and decreases in the automotive group (-5%) and the furniture and appliance group (-4%). In the nondurable-goods stores category, month-to-month sales increases were shown for the apparel group (+3%), followed by the general merchandise group and eating and drinking places (+2% each). Sales for the food group remained virtually unchanged.

A comparison of adjusted sales for August 1963 with those for August a year ago reflected increases in all major kinds of business categories. In the durable-goods stores category, the automotive group showed the largest increase (+6%). In the nondurable-goods stores category, the general merchandise group showed the largest increase (+10%).

Cumulative sales of all retail stores for the first 8 months of 1963 amounted to \$159.1 billion, 5 percent above the \$150.9 billion reported for the same period a year ago. On an adjusted basis, all major kinds of business showed sales increases, with the automotive group reporting a cumulative sales increase of 9%, followed by the general merchandise group (+7%) and the furniture and appliance group (+6%).



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$13.9 billion in total accounts receivable balances owed by customers as of August 31, 1963. This amount was 1 percent higher than the \$13.8 billion reported as of July 31, 1963, and about 7 percent higher than the \$13.0 billion outstanding at the end of August a year ago. The increase in total credit balances from July 1963, based on data not adjusted for seasonal variations, reflected a 1 percent increase in both the installment account balances and the charge account balances. Compared with August a year ago, installment balances increased 10 percent while charge balances increased 3 percent.

Total receivable balances of durable-goods stores as of August 31, 1963 were 6 percent higher than those outstanding at the end of August a year ago. Nondurable-goods stores reported an 8 percent increase over the total for the end of August 1962.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription, \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

THE LIBRARY OF THE BUREAU OF THE CENSUS

OCT 14 1963

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES 1953-1963

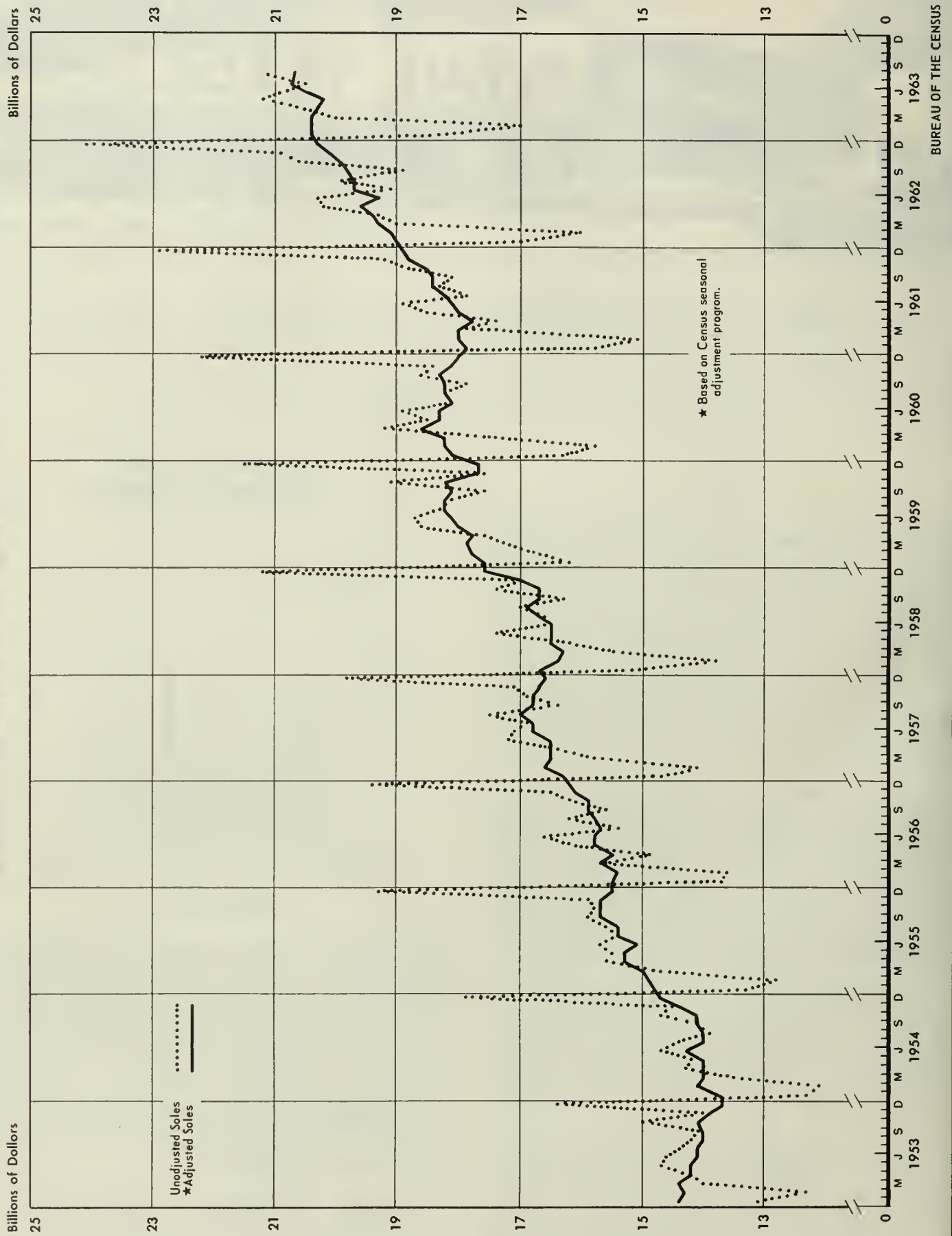


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1963

(Millions of dollars)

Kind of business	1963								1962					Total 8 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,031	19,920	18,863	20,576	20,911	24,127	159,055	150,874
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,560	6,321	5,604	6,988	6,742	6,766	52,311	48,842
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,471	13,599	13,259	13,588	14,169	17,361	106,744	102,032
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,330	4,997	4,823	4,803	4,917	5,237	39,214	37,829
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,829	4,521	4,369	4,350	4,456	4,732	35,497	34,217
Meat markets.....	124	120	126	123	132	124	131	136	125	121	124	127	134	1,016	986
Bakery products stores.....	90	83	93	90	90	90	86	92	89	90	95	97	102	714	689
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,701	1,630	1,513	1,485	1,445	1,479	11,973	11,383
Eating places.....	920	859	982	1,027	1,098	1,127	1,159	1,204	1,152	1,062	1,030	994	1,010	8,376	7,927
Restaurants, cafeterias, lunchrooms.....	775	726	818	839	882	896	925	968	928	868	849	825	843	6,829	6,468
Drinking places.....	414	395	439	436	464	465	487	497	478	451	455	451	469	3,597	3,456
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,466	2,241	2,232	2,372	2,711	4,119	16,917	15,772
Department stores and dry goods, general															
merchandise stores.....	1,260	1,134	1,492	1,636	1,638	1,168	1,524	1,770	1,584	1,613	1,724	1,959	2,972	11,622	11,199
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,266	1,303	1,377	1,575	2,422	9,734	9,105
Variety stores.....	259	274	320	384	361	357	341	391	367	352	360	400	751	2,687	2,594
Mail order houses (department store															
merchandise).....	139	130	159	169	166	150	157	192	180	165	183	245	267	1,262	1,164
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,163	1,096	1,193	1,214	1,320	2,127	8,624	8,484
Men's, boys' wear stores ²	204	160	186	224	218	239	200	207	192	206	226	258	467	1,638	1,583
Men's, boys' clothing, furnishings stores.....	197	155	180	216	211	233	194	201	187	199	217	250	456	1,587	1,548
Women's apparel, accessory stores ³	377	326	428	482	460	421	390	449	414	455	468	513	801	3,333	3,239
Women's ready-to-wear stores.....	329	286	382	424	402	372	342	395	363	405	413	450	698	2,932	2,816
Family clothing stores.....	190	157	212	247	229	224	196	228	216	232	248	280	465	1,683	1,695
Shoe stores.....	169	147	205	259	210	202	179	217	215	236	212	209	305	1,588	1,600
Furniture and appliance group.....	830	781	838	854	934	933	965	988	948	916	962	1,020	1,216	7,123	6,700
Furniture, home furnishings stores.....	517	502	543	574	612	599	608	651	625	598	627	658	745	4,606	4,369
Furniture stores.....	374	356	387	404	448	443	455	492	472	448	462	478	563	3,359	3,175
Household appliance, TV, radio stores.....	313	279	295	280	322	334	357	337	323	318	335	362	471	2,517	2,331
Household appliance dealers.....	228	201	211	206	240	252	271	254	253	245	250	270	346	1,863	1,818
Lumber, building, hardware, farm equipment															
group.....	921	886	1,128	1,359	1,422	1,417	1,451	1,465	1,435	1,343	1,420	1,271	1,190	10,049	9,844
Lumber yards, building materials dealers ⁴	520	493	604	748	828	819	876	911	874	782	846	760	609	5,799	5,741
Lumber yards.....	347	324	398	498	551	555	600	630	595	522	560	500	398	3,903	3,758
Hardware stores.....	175	156	191	229	240	231	224	222	222	217	222	216	312	1,668	1,661
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,522	3,421	2,808	4,082	3,869	3,434	30,936	28,601
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,033	4,060	3,865	3,746	3,279	3,194	2,599	3,850	3,641	3,139	29,172	26,897
Passenger car dealers ⁵	3,215	3,043	3,608	3,871	3,905	3,715	3,608	3,140	3,062	2,495	3,736	3,542	3,053	28,105	25,922
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,546	3,570	3,404	3,313	2,867	2,716	2,199	3,404	3,229	2,784	25,664	23,360
Tire, battery, accessory dealers.....	178	161	194	229	241	261	257	243	227	209	232	228	295	1,764	1,704
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,733	1,662	1,564	1,604	1,561	1,629	12,782	12,287
Other retail stores.....	2,669	2,542	2,665	2,762	2,876	2,639	2,621	2,663	2,490	2,471	2,634	2,797	3,696	21,437	19,974
Drug and proprietary stores.....	649	641	667	652	676	664	660	676	658	632	647	660	880	5,285	5,213
Drug stores.....	630	623	647	632	655	640	636	651	632	606	623	636	848	5,114	5,029
Liquor stores.....	409	386	427	429	458	450	474	490	461	436	447	488	700	3,523	3,330
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	20,387	20,374	20,350	20,276	20,200	20,486	20,719	20,676	19,671	19,769	19,875	20,112	20,253	163,466	155,063
Durable-goods stores, total.....	6,624	6,624	6,576	6,646	6,512	6,630	6,773	6,564	6,219	6,198	6,391	6,437	6,488	52,949	49,255
Nondurable-goods stores, total.....	13,763	13,750	13,774	13,630	13,688	13,856	13,946	14,112	13,452	13,571	13,484	13,675	13,765	110,519	105,808
Food group.....	4,924	4,894	4,853	4,864	4,890	4,923	5,030	5,009	4,848	4,877	4,881	4,860	4,908	39,387	38,158
Grocery stores.....	4,463	4,433	4,399	4,400	4,414	4,456	4,540	4,529	4,388	4,419	4,427	4,401	4,445	35,634	34,501
Eating and drinking places.....	1,480	1,496	1,507	1,518	1,504	1,511	1,497	1,522	1,461	1,458	1,456	1,471	1,473	12,035	11,436
General merchandise group.....	2,324	2,332	2,409	2,301	2,322	2,434	2,441	2,498	2,279	2,321	2,270	2,354	2,348	19,061	17,782
Department stores.....	1,343	1,344	1,410	1,321	1,345	1,427	1,418	1,465	1,308	1,338	1,300	1,347	1,361	11,073	10,357
Variety stores.....	373	376	378	377	380	389	385	388	373	377	371	374	374	3,046	2,951
Mail order houses (department store mdse.)..	174	174	180	177	169	186	196	198	177	180	162	173	172	1,454	1,332
Apparel group.....	1,222	1,209	1,207	1,166	1,156	1,179	1,214	1,254	1,200	1,202	1,178	1,220	1,241	9,607	9,458
Men's, boys' wear stores ²	231	234	233	233	221	222	239	243	230	234	226	233	238	1,858	1,800
Men's, boys' clothing, accessory stores ³	461	460	462	443	447	471	475	484	456	461	452	472	471	3,703	3,599
Shoe stores.....	217	215	219	203	203	199	202	214	217	212	211	218	230	1,672	1,688
Furniture and appliance group.....	938	953	940	945	938	935	979	935	906	920	910	928	925	7,563	7,113
Furniture, home furnishings stores.....	599	616	607	617	598	611	613	611	590	605	583	592	592	4,872	4,616
Household appliance, TV, radio stores.....	339	337	333	328	340	324	366	324	316	315	327	336	333	2,691	2,497
Lumber, building, hardware, farm equipment															
group.....	1,278	1,273	1,289	1,290	1,238	1,263	1,262	1,302	1,254	1,274	1,256	1,272	1,293	10,195	9,945
Lumber yards, building materials dealers ⁴	721	718	722	736	738	750	746	771	723	733	717	721	710	5,905	5,834
Lumber yards.....	225	221	220	221	202	212	212	216	216	219	222	221	240	1,729	1,715
Hardware stores.....															
Automotive group.....	3,854	3,820	3,764	3,824	3,740	3,843	3,940	3,725	3,528	3,473	3,704	3,704	3,731	30,512	28,885
Passenger car, other automotive dealers.....	3,624	3,598	3,544	3,602	3,515	3,607	3,709	3,502	3,317	3,253	3,481	3,474	3,492	28,701	26,330
Tire, battery, accessory dealers.....	230	222	220	222	225	236	231	223	211	220	223	230	239	1,811	1,745
Gasoline service stations.....	1,627	1,611	1,618	1,594	1,581	1,584	1,602	1,615	1,550	1,566	1,571	1,577	1,600	12,814	12,337
Drug and proprietary stores.....	670	683	678	677	678	674	674	681	670	661	662	682	677	5,415	5,351
Liquor stores.....	456	457	458	471	469	475	481	477	457	457	459	462	464	3,744	3,590

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing; furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	August 1963 from--		8 mos. 1963 from 8 mos. 1962		August 1963 from--		8 mos. 1963 from 8 mos. 1962
	August 1962	July 1963			August 1962	July 1963	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+6	+2	+5	Furniture and appliance group.....	+4	+2	+6
Durable-goods stores, total.....	+4	-6	+7	Furniture stores.....	+4	+8	+6
Nondurable-goods stores, total.....	+6	+7	+5	Floor coverings stores*.....	+9	-3	+16
Food group.....	+7	+7	+4	Household appliance, TV, radio stores.....	+4	-6	+8
Grocery stores.....	+7	+7	+4	Household appliance stores.....	0	-6	+2
Meat markets.....	+9	+4	+3	TV, radio stores*.....	+20	-2	+28
Fruit stores, vegetable markets*.....	+6	-12	+10	Lumber, building, hardware, farm equipment group.....	+2	+1	+2
Candy, nut, confectionery stores*.....	-2	0	-3	Lumber, building materials dealers.....	+4	+4	+1
Bakery products stores.....	+3	+7	+4	Lumber yards.....	+6	+5	+4
Delicatessen stores*.....	+7	0	+4	Paint, glass, wallpaper stores*.....	+16	+3	+9
Eating and drinking places.....	+4	+3	+5	Heating and plumbing equipment dealers*.....	-2	0	-14
Eating places.....	+5	+4	+6	Hardware stores.....	0	-1	0
Restaurants, cafeterias, lunchrooms.....	+4	+5	+6	Farm equipment dealers*.....	-2	-5	+6
Drinking places.....	+4	+2	+4	Automotive group.....	+3	-12	+8
General merchandise group.....	+10	+16	+7	Passenger car dealers.....	+3	-13	+8
Department stores and dry goods, general merchandise stores.....	+12	+16	+4	Passenger car dealers (franchised).....	+6	-13	+10
Department stores.....	+12	+16	+7	Tire, battery, accessory dealers.....	+7	-5	+4
Variety stores.....	+7	+15	+4	Gasoline service stations.....	+4	+1	+4
Mail order houses (department store merchandise).....	+7	+22	+8	Fuel, fuel oil dealers*.....	+11	+12	+9
Apparel group.....	+6	+15	+2	Fuel dealers, except fuel oil*.....	+11	+13	+7
Men's, boys' clothing, furnishings stores.....	+7	+4	+3	Fuel oil dealers*.....	+12	+12	+10
Men's, boys' clothing stores*.....	+12	+5	+5	Drug and proprietary stores.....	+3	+2	+1
Men's, boys' furnishings stores*.....	-11	-3	-7	Drug stores.....	+3	+2	+2
Women's ready-to-wear stores.....	+9	+15	+4	Liquor stores.....	+6	+3	+6
Family clothing stores.....	+6	+16	-1	Jewelry stores*.....	+13	+12	+8
Women's apparel, accessory, specialty stores*.....	+13	0	+1	Florists*.....	+10	0	+15
Shoe stores.....	+1	+21	-1	Book stores*.....	+12	+4	+21
				Stationery stores*.....	+16	+9	+19
				Music stores*.....	+15	+15	+15
				Camera, photographic supply stores*.....	+7	+7	+20
				Optical goods stores*.....	+6	0	+14
				Typewriter stores*.....	+23	+7	+28

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+5	0	+5	Furniture and appliance group.....	+3	-4	+6
Durable-goods stores, total.....	+6	-3	+7	Furniture, home furnishings stores.....	+4	0	+6
Nondurable-goods stores, total.....	+5	+1	+4	Household appliance, TV, radio stores.....	+3	-11	+8
Food group.....	+3	0	+3	Lumber, building, hardware, farm equipment group.....	+4	+3	+3
Grocery stores.....	+3	0	+3	Lumber, building materials dealers.....	+7	+3	+1
Eating and drinking places.....	+4	+2	+5	Hardware stores.....	0	+2	+1
General merchandise group.....	+10	+2	+7	Automotive group.....	+6	-5	+9
Department stores.....	+12	+3	+7	Passenger car and other automotive dealers.....	+6	-6	+9
Variety stores.....	+4	+1	+3	Tire, battery, accessory dealers.....	+6	-3	+3
Mail order houses (department store merchandise).....	+12	+1	+9	Gasoline service stations.....	+4	+1	+4
Apparel group.....	+4	+3	+2	Drug and proprietary stores.....	+2	+1	+1
Men's, boys' wear stores.....	+7	+3	+3	Liquor stores.....	+4	-1	+5
Women's apparel, accessory stores.....	+6	+2	+3				
Shoe stores.....	-1	+6	-1				

* See Explanatory Material, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9 for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1963

(Millions of dollars)

Kind of business	1963								1962				Total 8 months		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
	Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	4,075	3,826	4,571	4,651	4,849	4,767	4,601	5,103	4,670	4,559	4,692	5,056	6,527	36,443	34,742
Durable-goods stores, total.....	283	272	324	355	384	385	388	389	378	356	392	395	468	2,780	2,660
Nondurable-goods stores, total.....	3,792	3,554	4,247	4,296	4,465	4,382	4,213	4,714	4,292	4,203	4,300	4,661	6,059	33,663	32,082
Food group.....	1,951	1,842	2,119	1,920	2,123	2,006	1,974	2,189	2,015	1,946	1,943	2,053	2,165	16,124	15,588
Grocery stores ¹	1,897	1,790	2,067	1,862	2,063	1,950	1,915	2,133	1,960	1,893	1,890	2,000	2,103	15,677	15,160
Eating and drinking places.....	91	89	102	102	107	108	111	115	106	101	103	99	101	825	798
General merchandise group.....	1,120	1,035	1,329	1,504	1,491	1,537	1,436	1,662	1,459	1,436	1,519	1,734	2,664	11,114	10,215
Department stores and dry goods, general merchandise stores.....	792	708	950	1,058	1,062	1,118	1,023	1,188	1,008	1,019	1,077	1,214	1,849	7,899	7,186
Department stores.....	689	618	829	921	927	977	891	1,027	870	885	939	1,062	1,617	6,879	6,249
Variety stores.....	191	204	241	294	276	276	263	301	285	271	279	307	578	2,046	1,969
Apparel group.....	232	202	283	353	315	307	263	310	291	318	314	346	546	2,265	2,211
Men's, boys' wear stores ²	24	19	25	29	29	30	25	25	23	25	30	35	58	206	203
Women's apparel, accessory stores ³	93	82	116	141	135	130	115	138	115	125	124	143	228	950	870
Women's ready-to-wear stores.....	86	76	107	129	124	120	106	128	106	115	114	132	209	876	792
Shoe stores.....	70	64	87	113	90	87	71	84	96	105	93	93	142	666	701
Furniture and appliance group.....	72	71	85	83	91	92	91	98	90	89	101	104	119	683	657
Tire, battery, accessory dealers.....	69	62	77	92	97	103	102	94	91	86	92	92	126	696	691
Other retail stores.....	364	362	389	394	410	397	398	407	395	386	407	431	604	3,121	2,993
Drug and proprietary stores.....	129	128	135	134	138	141	138	143	131	129	132	137	213	1,086	1,029
Liquor stores.....	85	84	96	93	100	95	99	105	96	91	98	106	169	757	711
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	4,751	4,737	4,778	4,705	4,730	4,848	4,914	4,980	4,646	4,698	4,647	4,713	4,774	38,443	36,698
Grocery stores.....	1,965	1,952	1,940	1,946	1,955	1,964	1,992	2,004	1,924	1,943	1,954	1,940	1,967	15,718	15,289
Eating and drinking places.....	99	102	104	103	104	104	105	107	100	99	101	100	101	828	804
General merchandise group.....	1,511	1,513	1,569	1,503	1,512	1,616	1,628	1,666	1,464	1,498	1,443	1,508	1,520	12,518	11,531
Department stores.....	925	923	966	914	931	1,002	1,009	1,046	888	911	882	930	945	7,716	7,021
Variety stores.....	288	288	294	287	285	297	295	294	285	291	285	288	285	2,328	2,248
Apparel group.....	317	311	311	309	309	311	324	341	321	316	304	317	319	2,533	2,476
Men's, boys' wear stores ²	29	29	29	29	29	28	33	33	30	30	29	20	29	239	236
Women's apparel, accessory stores ³	133	126	131	126	131	136	141	147	124	126	121	128	127	1,071	983
Shoe stores.....	92	94	92	89	85	83	82	90	104	96	94	96	99	707	748
Tire, battery, accessory dealers.....	92	88	89	90	88	93	92	88	86	93	89	92	96	720	717
Drug and proprietary stores.....	140	143	140	139	143	144	145	150	140	138	140	140	138	1,144	1,083
¹ Based on weekly sales figures converted to monthly figures.															

¹ Based on weekly sales figures converted to calendar month totals. For August 1963, weekly sales (in millions of dollars) were as follows: For week ending: August 10 = 439; August 17 = 439; August 24 = 433; August 31 = 457.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

^r Revised.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963								1962					Total 8 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	1963	1962
United States, total.....	4,901	4,592	5,469	5,574	5,776	5,685	5,518	6,072	5,526	5,413	5,622	6,044	7,767	43,587	40,820
Food group.....	2,211	2,087	2,383	2,166	2,385	2,261	2,262	2,485	2,251	2,184	2,200	2,300	2,439	18,240	17,290
Grocery stores.....	2,138	2,016	2,309	2,086	2,302	2,184	2,179	2,405	2,174	2,110	2,125	2,225	2,354	17,619	16,652
Eating and drinking places.....	135	129	147	148	156	162	164	169	156	148	150	149	153	1,210	1,124
General merchandise group.....	1,235	1,148	1,476	1,660	1,643	1,690	1,571	1,818	1,614	1,601	1,694	1,953	2,973	12,441	11,199
Department stores and dry goods, general merchandise stores.....	880	792	1,064	1,181	1,188	1,249	1,138	1,321	1,126	1,145	1,212	1,368	2,073	8,813	7,890
Department stores.....	753	679	913	1,010	1,016	1,070	969	1,118	943	968	1,033	1,168	1,782	7,528	6,757
Drug and proprietary stores.....	156	154	162	160	167	169	167	174	164	158	161	166	256	1,309	1,258

¹ Preliminary estimate.

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: AUGUST 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)							
Area	Percentage change in sales			Area	Percentage change in sales		
	August 1963 from--		8 mos. 1963 from 8 mos. 1962		August 1963 from--		8 mos. 1963 from 8 mos. 1962
	August 1962	July 1963			August 1962	July 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+8	+12	+5
				New York City.....	+1	+13	-1
				Newark, N. J.....	+9	+14	+4
Akron, Ohio.....	+8	+4	+4	Norfolk-Portsmouth, Va.....	+1	+2	+2
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Oklahoma City, Okla.....	+5	+14	+4
Asheville, N. C.....	+7	+18	+5	Omaha, Nebr.....	+9	+17	+4
Atlanta, Ga.....	+11	+23	+7	Peoria, Ill.....	+8	+33	+3
Augusta, Ga.....	+9	+25	+5	Philadelphia, Pa.....	+1	+7	-2
				Phoenix, Ariz.....	NA	NA	NA
Baltimore, Md.....	+11	+13	+6	Pittsburgh, Pa.....	+10	NA	+3
Baton Rouge, La.....	+15	+13	+15	Portland, Oreg.....	+1	+18	+3
Binghamton, N. Y.....	+1	+29	0	Reading, Pa.....	+12	+16	+2
Birmingham, Ala.....	-7	+10	-4	Richmond, Va.....	-3	+13	+2
Boston, Mass.....	+10	+20	+5	Rochester, N. Y.....	+13	+9	+8
				Sacramento, Calif.....	+7	+14	+7
Buffalo, N. Y.....	+17	+20	+9	St. Louis, Mo.....	+1	+20	0
Canton, Ohio.....	+9	+5	+3	Salt Lake City, Utah.....	+5	+29	+4
Chattanooga, Tenn.....	+5	+21	+4	San Antonio, Tex.....	+5	+14	+5
Chicago, Ill.....	+15	+25	+6	San Bernardino, Calif.....	+14	+10	+8
Cincinnati, Ohio.....	+10	NA	+2	San Diego, Calif.....	+6	+5	+5
				Savannah, Ga.....	+15	+15	+9
Cleveland, Ohio.....	+16	NA	+2	Seattle, Wash.....	-9	+23	-9
Columbus, Ga.....	NA	NA	NA	Shreveport, La.....	+10	+17	+7
Columbus, Ohio.....	+11	+13	+6	South Bend, Ind.....	+8	+20	+1
Corpus Christi, Tex.....	+4	+26	+3	Spokane, Wash.....	+7	+32	+1
Dallas, Tex.....	+6	+16	+4	Springfield, Mo.....	+7	+19	+3
				Springfield, Ohio.....	+11	+28	+5
Denver, Colo.....	+13	+23	+6	Syracuse, N. Y.....	+10	+27	+3
Des Moines, Iowa.....	+11	+18	+6	Tacoma, Wash.....	+3	+29	-1
Detroit, Mich.....	+13	+19	+6	Tampa-St. Petersburg, Fla.....	+12	+3	+8
El Paso, Tex.....	+9	+26	+2	Toledo, Ohio.....	+11	+19	+3
Erie, Pa.....	+9	+14	+1	Trenton, N. J.....	+8	+5	+4
				Tulsa, Okla.....	+2	+19	+5
Evansville, Ind.....	NA	NA	NA	Utica-Rome, N. Y.....	+19	+27	+14
Flint, Mich.....	+12	+26	+9	Waco, Tex.....	0	+13	+2
Fort Wayne, Ind.....	+9	+20	+4	Washington, D. C.....	+14	+13	+9
Fort Worth, Tex.....	NA	NA	NA	Wheeling, W. Va.....	+8	+24	+2
Grand Rapids, Mich.....	+11	+26	+2	Wichita, Kans.....	+4	+18	+1
				Worcester, Mass.....	+1	+14	0
Houston, Tex.....	+9	+9	+6	Youngstown, Ohio.....	+10	NA	-1
Indianapolis, Ind.....	+7	+24	+4				
Jacksonville, Fla.....	+9	+17	+12	CITIES			
Kansas City, Mo.....	+7	+10	+7	Bridgeport, Conn.....	+10	-2	+1
Knoxville, Tenn.....	+13	+9	+3	Bristol, Tenn.-Va.....	+9	+23	0
				Duluth, Minn.-Superior, Wis.....	+3	+23	-1
Lancaster, Pa.....	+9	+11	+2	Minneapolis, Minn.....	+11	+39	+7
Lexington, Ky.....	NA	NA	NA	Oakland-Berkeley, Calif.....	+3	+2	-1
Los Angeles, Long Beach, Calif.....	+9	+6	+8				
Louisville, Ky.....	+12	+18	+5	Portsmouth, Ohio.....	+4	+30	-4
Macon, Ga.....	+13	+19	+6	Rome, Ga.....	+4	+11	+6
				St. Paul, Minn.....	+29	+46	+2
Memphis, Tenn.....	+4	+18	+4	San Francisco, Calif.....	+3	+17	0
Miami, Fla.....	+13	+4	+9	Springfield, Mass.....	NA	NA	NA
Milwaukee, Wis.....	+10	+22	+2				
Mobile, Ala.....	+4	+15	+3				
New Orleans, La.....	+6	+17	+9				

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: AUGUST 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963								1962					Percentage change, Aug. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1962	July 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,474	12,700	12,912	13,352	13,634	13,799	13,781	13,914	13,045	13,156	13,390	13,557	14,299	+7	+1
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,160	6,339	6,457	6,560	6,213	6,148	6,245	6,203	6,241	+6	+2
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,474	7,460	7,324	7,354	6,832	7,008	7,145	7,354	8,058	+8	0
Food group.....	328	320	332	326	342	341	349	354	364	365	355	345	354	-3	+1
Grocery stores.....	270	270	276	272	291	292	298	301	300	303	297	288	297	0	+1
Eating and drinking places.....	87	81	80	76	74	78	71	71	60	57	70	76	96	+18	0
General merchandise group.....	4,510	3,994	4,031	4,144	4,228	4,325	4,287	4,312	3,885	4,030	4,131	4,278	4,782	+11	+1
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,227	3,288	3,274	3,299	2,961	3,080	3,183	3,278	3,720	+11	+1
Department stores.....	3,104	2,685	2,695	2,788	2,853	2,914	2,904	2,928	2,642	2,758	2,847	2,934	3,340	+11	+1
Mail order houses (department store mdse.)..	850	791	805	812	836	868	846	845	770	794	803	838	879	+10	0
Apparel group.....	998	913	932	950	892	879	837	843	828	893	926	930	1,090	+2	+1
Women's ready-to-wear stores.....	453	414	438	448	418	400	371	378	367	402	420	429	509	+3	+2
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,067	2,031	2,005	2,000	1,926	1,919	1,982	2,010	2,130	+4	0
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,575	1,543	1,528	1,523	1,460	1,468	1,500	1,535	1,636	+4	0
Furniture stores.....	1,454	1,392	1,387	1,366	1,446	1,426	1,401	1,400	1,321	1,316	1,332	1,367	1,481	+6	0
Household appliance, TV, radio stores.....	472	479	472	482	492	488	477	477	466	451	482	475	494	+2	0
Household appliance dealers.....	408	419	416	413	428	434	429	418	412	400	421	419	432	+1	-3
Lumber, building, hardware, farm equip. group.....	1,619	1,587	1,634	1,769	1,854	1,925	2,050	2,116	2,001	1,982	1,995	1,936	1,747	+6	+3
Lumber yards, building materials dealers ² ...	1,177	1,136	1,125	1,231	1,283	1,345	1,445	1,509	1,426	1,421	1,445	1,438	1,265	+6	+4
Lumber yards.....	878	852	836	917	962	1,014	1,098	1,142	1,067	1,066	1,059	951	66	+6	+4
Automotive group.....	1,329	1,276	1,349	1,401	1,408	1,456	1,510	1,468	1,462	1,418	1,470	1,421	1,432	0	-3
Passenger car dealers ³	877	834	897	947	936	943	1,011	970	967	935	986	933	939	0	-4
Passenger car dealers (franchised).....	821	775	830	867	861	869	910	869	895	867	916	864	872	-3	-5
Tire, battery, accessory dealers.....	422	412	422	429	442	479	500	498	456	448	443	447	459	+9	0
Gasoline service stations.....	431	419	436	460	472	471	448	448	457	441	456	455	420	-2	0
Other retail stores.....	2,099	2,101	2,134	2,241	2,297	2,293	2,224	2,301	2,062	2,051	2,005	2,106	2,248	+12	+3
CHARGE ACCOUNTS															
United States, total.....	6,842	6,586	6,658	7,032	7,202	7,147	7,157	7,206	6,973	6,977	7,153	7,223	7,441	+3	+1
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,390	3,478	3,594	3,672	3,489	3,434	3,578	3,488	3,312	+5	+2
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,812	3,669	3,563	3,534	3,484	3,543	3,575	3,735	4,129	+1	-1
Food group.....	321	312	325	319	331	329	339	343	356	357	347	338	346	-4	+1
General merchandise group.....	1,034	928	873	890	918	885	846	814	845	877	881	958	1,185	-4	-4
Department stores and dry goods, general merchandise stores.....	942	838	782	793	821	781	745	712	741	771	787	856	1,087	-4	-4
Department stores.....	820	715	662	673	705	684	652	617	647	680	692	760	970	-5	-5
Apparel group.....	727	651	664	682	632	617	598	601	593	656	677	696	827	+1	+1
Furniture and appliance group.....	630	608	591	610	629	631	612	629	582	588	630	616	650	+8	+3
Furniture, home furnishings stores.....	477	454	440	461	483	475	464	478	437	451	468	455	477	+9	+3
Lumber, building, hardware, farm equip. group.....	1,430	1,402	1,439	1,580	1,655	1,730	1,845	1,912	1,803	1,784	1,810	1,745	1,553	+6	+4
Lumber yards, building materials dealers ² ...	1,109	1,068	1,062	1,173	1,221	1,286	1,385	1,446	1,367	1,360	1,386	1,378	1,204	+6	+4
Lumber yards.....	823	798	787	873	915	968	1,051	1,096	1,033	1,022	1,023	1,014	903	+6	+4
Automotive group.....	745	713	754	795	817	813	844	797	830	800	854	820	796	-4	-6
Passenger car dealers (franchised).....	540	516	548	581	579	572	594	556	592	566	607	578	554	-6	-6
Gasoline service stations.....	419	410	427	451	463	461	438	439	446	429	445	445	409	-2	0
INSTALLMENT ACCOUNTS															
United States, total.....	6,632	6,114	6,254	6,320	6,432	6,652	6,624	6,708	6,072	6,179	6,237	6,334	6,858	+10	+1
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,770	2,861	2,863	2,888	2,724	2,714	2,667	2,715	2,929	+6	+1
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,662	3,791	3,761	3,820	3,348	3,465	3,570	3,619	3,929	+14	+2
General merchandise group.....	3,476	3,066	3,158	3,254	3,310	3,440	3,441	3,498	3,040	3,153	3,250	3,320	3,597	+15	+2
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,406	2,507	2,529	2,587	2,220	2,309	2,396	2,422	2,633	+17	+2
Department stores.....	2,284	1,970	2,033	2,115	2,148	2,230	2,252	2,311	1,995	2,078	2,155	2,174	2,370	+16	+3
Apparel group.....	271	262	268	268	260	262	239	242	235	237	249	234	263	+3	+1
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,438	1,400	1,393	1,371	1,344	1,331	1,352	1,394	1,480	+2	-2
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,092	1,068	1,064	1,045	1,023	1,017	1,032	1,080	1,159	+2	-2
Household appliance, TV, radio stores.....	319	326	321	333	346	332	329	326	321	314	320	314	321	+2	-1
Lumber, building, hardware, farm equip. group.....	189	185	195	189	199	195	205	204	198	198	185	191	194	+3	0
Automotive group.....	584	563	595	606	591	643	666	671	632	618	616	601	636	+6	+1
Tire, battery, accessory dealers.....	254	254	257	258	249	289	299	305	269	262	254	259	266	+13	+2

¹ Preliminary estimates, see Explanatory Material, page 14.
² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.
³ Includes both franchised and nonfranchised car dealers.
Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1963

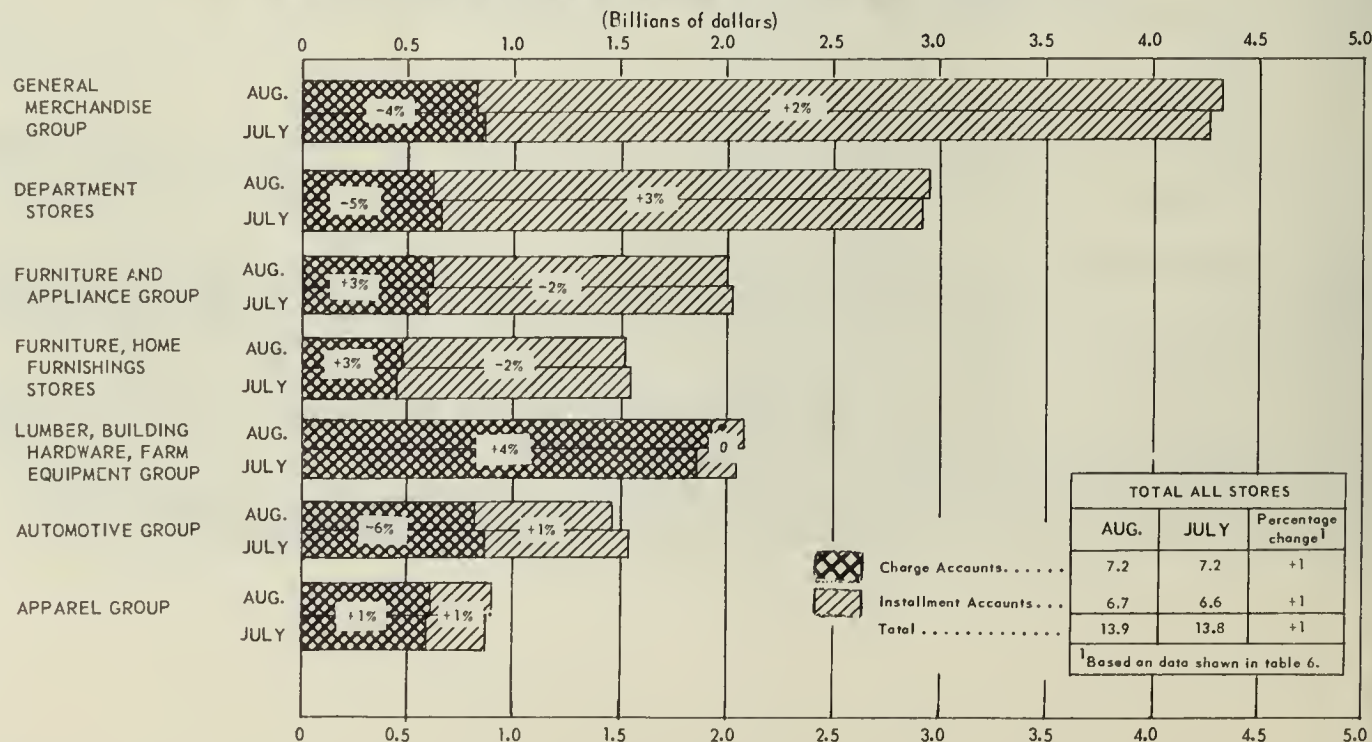
(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963								1962					Percentage change, Aug. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1963	July 1962
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	4,688	4,198	4,267	4,377	4,468	4,606	4,605	4,724	4,178	4,308	4,421	4,524	4,894	+13	+3
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,112	1,150	1,161	1,190	1,131	1,136	1,136	1,151	1,155	+5	+2
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,274	3,356	3,456	3,444	3,534	3,047	3,172	3,285	3,373	3,739	+16	+3
General merchandise group.....	3,162	2,733	2,778	2,873	2,953	3,058	3,065	3,157	2,700	2,823	2,914	3,000	3,316	+17	+3
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,321	2,401	2,405	2,501	2,122	2,225	2,311	2,365	2,633	+18	+4
Department stores.....	2,249	1,915	1,949	2,028	2,077	2,149	2,153	2,250	1,911	2,005	2,083	2,128	2,382	+18	+5
Apparel group.....	234	216	224	230	224	227	215	215	190	194	203	205	251	+13	0
Furniture and appliance group.....	339	334	336	335	332	332	332	330	328	326	335	339	350	+1	-1
Tire, battery, accessory dealers.....	264	259	257	264	268	299	307	313	279	278	271	271	280	+12	+2
CHARGE ACCOUNTS															
United States, total.....	972	887	870	888	923	928	906	919	872	900	934	960	1,067	+5	+1
Durable-goods stores, total.....	277	267	271	280	296	315	321	330	311	319	331	324	304	+6	+3
Nondurable-goods stores, total.....	695	620	599	608	627	613	585	589	561	581	603	636	763	+5	+1
General merchandise group.....	429	371	341	341	359	352	330	339	328	348	353	384	481	+3	+3
Department stores and dry goods, general merchandise stores.....	392	336	306	306	323	310	289	295	287	307	316	347	440	+3	+2
Department stores.....	358	306	278	278	296	284	266	273	267	287	295	325	419	+2	+3
Apparel group.....	113	99	103	108	105	106	107	104	90	92	96	97	124	+16	-3
Furniture and appliance group.....	39	41	41	40	37	39	37	37	38	39	42	43	48	-3	0
INSTALLMENT ACCOUNTS															
United States, total.....	3,716	3,311	3,397	3,489	3,545	3,678	3,699	3,805	3,306	3,408	3,487	3,564	3,827	+15	+3
Durable-goods stores, total.....	849	821	829	823	816	835	840	860	820	817	805	827	851	+5	+2
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,666	2,729	2,843	2,859	2,945	2,486	2,591	2,682	2,737	2,976	+18	+3
General merchandise group.....	2,733	2,362	2,437	2,532	2,594	2,706	2,735	2,818	2,372	2,475	2,561	2,616	2,835	+19	+3
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,998	2,091	2,116	2,206	1,835	1,918	1,995	2,018	2,193	+20	+4
Department stores.....	1,891	1,609	1,671	1,750	1,781	1,865	1,887	1,977	1,644	1,718	1,788	1,803	1,963	+20	+5
Apparel group.....	121	117	121	122	119	121	108	111	100	102	107	108	127	+11	+3
Furniture and appliance group.....	300	293	295	295	295	293	295	293	290	287	293	296	302	+1	-1

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--JULY AND AUGUST 1963



NOTE: August data are based on preliminary estimates while July data are based on final estimates.

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

9

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....						
Grocery stores.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Meat markets.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Bakery products stores.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....						
Eating places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Restaurants, cafeterias, lunchrooms.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Drinking places.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....						
Department stores, dry goods, general merchandise stores.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Variety stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Mail order houses (department store merchandise).....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....						
Men's, boys' wear stores.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' clothing, furnishings stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Women's apparel, accessory stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's ready-to-wear stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Family clothing stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Shoe stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....						
Furniture, home furnishings stores.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Household appliance, TV, radio stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance dealers.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....						
Lumber yards, building materials dealers.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Hardware stores.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....						
Passenger car, other automotive dealers.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Tire, battery, accessory dealers.....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....						
	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....						
Drug and proprietary stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Liquor stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....					
TV, radio stores.....	4.4-7.5	6.1	Music stores.....		
Paint, glass, wallpaper stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	3.7-7.4	6.0
Heating, plumbing equipment dealers.....	2.0-4.8	4.4		2.2-4.2	3.7
Farm equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....		
	3.8-7.7	4.5	Typewriter stores.....	1.4-6.7	3.1
				5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
All stores												
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62
Durable-goods stores, total.....	7.48	6.12	27.6	1.79	1.56	.87	1.79	2	2.25	1.49	9.54	3.24
Nondurable-goods stores, total.....	8.05	5.98	34.8	.68	.58	.35	1.66	2	1.82	1.63	31.00	3.42
Food group.....	5.88	2.39	9.6	.72	.61	.34	1.79	2	1.72	1.43	31.00	4.92
Grocery stores.....	6.03	2.22	9.0	.73	.63	.38	1.66	2	1.72	1.41	62.00	4.56
Eating and drinking places.....	5.23	3.69	20.1	.86	.78	.35	2.23	3	2.14	1.65	10.33	5.08
General merchandise group.....	17.39	15.30	101.8	1.34	1.24	.40	3.10	3	1.82	1.68	13.78	2.84
Department stores.....	17.62	15.98	105.1	1.63	1.50	.46	3.26	3	1.72	1.48	12.40	2.60
Variety stores.....	19.33	18.92	129.7	1.65	1.58	.47	3.36	4	1.77	1.55	15.50	5.04
Mail order houses (department store merchandise).....	16.33	14.40	84.0	2.15	2.10	.61	3.44	3	1.72	1.59	31.00	4.69
Apparel group.....	17.26	17.22	97.0	1.81	1.72	.47	3.66	4	1.63	1.55	13.78	4.17
Men's, boys' wear stores.....	22.06	20.24	120.5	2.68	2.43	.81	3.00	4	1.82	1.59	8.86	3.36
Women's apparel, accessory stores.....	18.56	16.67	91.5	1.84	1.75	.56	3.13	4	1.70	1.53	12.40	4.65
Shoe stores.....	19.07	17.62	57.7	2.66	2.57	.63	4.08	4	1.75	1.63	8.27	3.56
Furniture and appliance group.....	18.30	8.00	44.4	1.24	1.14	.50	2.28	3	1.91	1.43	13.78	4.88
Furniture, home furnishings stores.....	8.89	7.93	41.3	1.45	1.27	.57	2.23	3	2.14	1.48	13.78	4.52
Household appliance, TV, radio stores.....	9.86	8.87	51.9	1.78	1.60	.71	2.25	3	1.85	1.61	9.54	4.52
Lumber, building, hardware, farm equipment group.....	18.87	8.78	48.1	1.81	1.62	.59	2.75	4	2.00	1.77	8.27	3.90
Lumber yards, building materials dealers.....	9.04	8.58	45.2	1.89	1.71	.72	2.38	3	1.77	1.55	8.86	4.07
Hardware stores.....	12.43	10.92	53.1	1.68	1.58	.49	3.22	4	1.97	1.97	6.53	4.48
Automotive group ²	7.45	³ 5.87	³ 28.1	3.09	2.72	1.26	2.16	3	2.10	1.46	7.29	3.70
Passenger car, other automotive dealers.....	7.54	5.18	29.0	2.84	2.48	1.17	2.12	3	2.03	1.46	9.54	3.30
Tire, battery, accessory dealers.....	12.41	10.16	47.3	2.45	2.18	.94	2.32	3	1.91	1.61	9.54	3.94
Gasoline service stations.....	4.32	2.68	13.3	.85	.63	.52	1.21	2	2.10	1.65	62.00	4.24
Drug and proprietary stores.....	6.87	5.99	32.0	1.00	.85	.48	1.77	2	2.38	1.72	10.33	3.84
Liquor stores.....	11.76	9.15	59.8	1.27	1.12	.59	1.90	2	2.10	1.49	13.78	4.10
Group II stores												
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80
Grocery stores.....	7.95	2.26	9.6	1.06	.94	.54	1.74	2	1.91	1.43	41.33	4.24
Eating and drinking places.....	4.44	2.86	14.7	1.49	1.43	.61	2.34	3	2.32	2.08	13.67	5.76
General merchandise group.....	17.27	16.00	103.6	2.00	1.93	.75	2.57	3	1.63	1.63	14.88	3.77
Department stores.....	17.13	15.26	98.5	2.45	2.30	.71	3.24	3	1.66	1.46	12.30	3.18
Variety stores.....	20.32	20.07	134.6	1.64	1.62	.41	3.95	4	1.84	1.60	12.30	5.45
Apparel group.....	21.88	20.17	99.5	2.65	2.49	.72	3.46	4	1.70	1.53	9.15	4.00
Men's, boys' wear stores.....	26.73	24.88	132.5	4.72	4.75	1.07	4.44	5	2.28	2.12	9.46	7.93
Women's apparel, accessory stores.....	20.91	19.42	109.3	2.45	2.30	.62	3.71	4	1.89	1.81	10.25	5.00
Shoe stores.....	22.54	20.59	67.5	3.59	3.53	.62	5.69	6	1.62	1.58	11.18	7.87
Tire, battery, accessory dealers.....	14.32	13.58	61.5	2.85	2.71	.83	3.27	4	1.86	1.76	9.46	4.80
Drug and proprietary stores.....	10.52	9.39	60.6	1.64	1.46	.60	2.43	3	2.16	1.84	20.50	12.10

¹ For the group totals, measures shown refer to data after adjustment for trading days.

² Measures shown for passenger car dealers include an adjustment to eliminate the effect of the 1959 steel strike. The automotive group total has not been adjusted in this manner.

³ For the automotive group, measures shown refer to data before adjustment for trading days.

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc. New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series \bar{CI} , irregular component \bar{I} , cyclical component \bar{C} , and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of \bar{CI} is 1.84 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for \bar{I} and 9.54 for \bar{C} indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for \bar{CI} to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

—
OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

581
In 33/rd/2
sup

Comm



For release
October 15, 1963

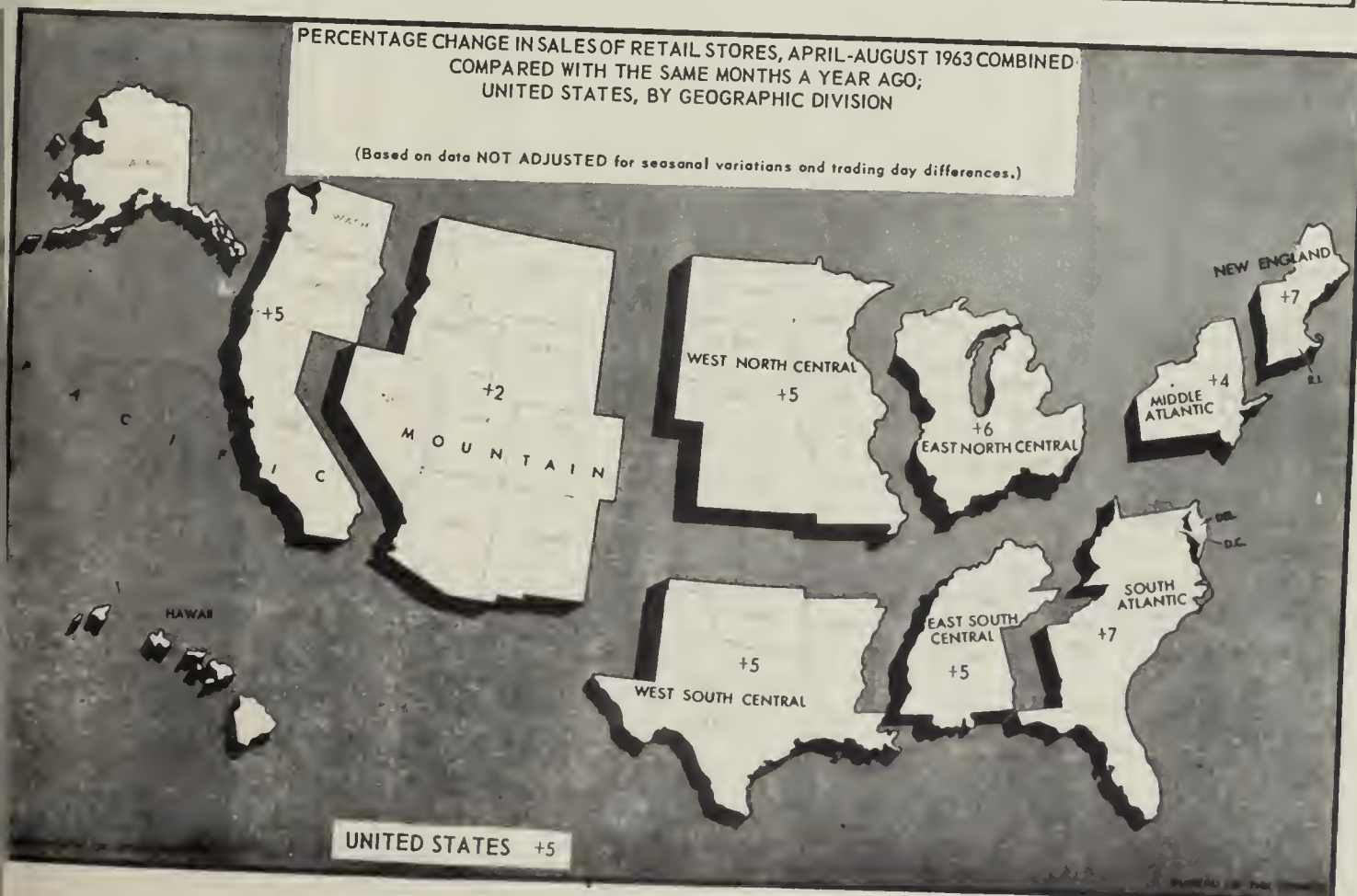
BR-63-8-Supp.

Retail Sales: August 1963

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, APRIL-AUGUST 1963 COMBINED
COMPARED WITH THE SAME MONTHS A YEAR AGO;
UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences.)



sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports
ekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single
scription) \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: AUGUST 1962 TO AUGUST 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1963								1962					Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-Aug. 1963 from--		July 1963 from--
														Apr.-Aug. 1962	Aug. 1962	July 1963
UNITED STATES, TOTAL.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,031	19,920	18,863	20,576	20,911	24,127	+5	+6	+2
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,560	6,321	5,604	6,988	6,742	6,766	+7	+4	-6
Nondurable-goods stores, total..	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,471	13,599	13,259	13,588	14,169	17,361	+5	+6	+7
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,330	4,997	4,823	4,803	4,917	5,237	+4	+7	+7
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,829	4,521	4,369	4,350	4,456	4,732	+4	+7	+7
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,701	1,630	1,513	1,485	1,445	1,479	+5	+4	+3
GAP ² , total.....	3,572	3,234	3,994	4,421	4,375	4,347	4,104	4,617	4,285	4,341	4,548	5,051	7,462	+6	+8	+13
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,466	2,241	2,232	2,372	2,711	4,119	+7	+10	+16
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,266	1,303	1,377	1,575	2,422	+8	+12	+16
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,163	1,096	1,193	1,214	1,320	2,127	+1	+6	+15
Furniture and appliance group.....	830	781	838	854	934	933	965	988	948	916	962	1,020	1,216	+7	+4	+2
Lumber, bldg., hdwe., farm equip. gp.	921	886	1,128	1,359	1,422	1,417	1,451	1,465	1,435	1,343	1,420	1,271	1,190	+2	+2	+1
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,522	3,421	2,808	4,082	3,869	3,434	+8	+3	-12
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,733	1,662	1,564	1,604	1,561	1,629	+4	+4	+1
Drug and proprietary stores.....	649	641	667	652	676	664	660	676	658	632	647	660	880	+1	+3	+2
THE NORTHEASTERN STATES, TOTAL.....	4,752	4,366	5,018	5,274	5,494	5,287	5,213	5,289	5,037	4,762	5,208	5,471	6,294	+5	+5	+1
Durable-goods stores, total.....	1,327	1,194	1,454	1,672	1,760	1,632	1,598	1,466	1,426	1,214	1,599	1,606	1,574	+7	+3	-8
Nondurable-goods stores, total..	3,425	3,172	3,564	3,602	3,734	3,655	3,615	3,823	3,611	3,548	3,609	3,865	4,720	+4	+6	+6
Food group.....	1,326	1,263	1,394	1,310	1,422	1,381	1,434	1,495	1,397	1,341	1,322	1,383	1,453	+4	+7	+4
Grocery stores.....	1,114	1,059	1,173	1,092	1,189	1,153	1,167	1,247	1,168	1,121	1,104	1,160	1,210	+4	+7	+7
Eating and drinking places.....	407	376	425	439	477	493	507	532	514	474	459	441	451	+3	+4	+5
GAP ² , total.....	1,000	879	1,085	1,222	1,220	1,218	1,104	1,220	1,166	1,218	1,290	1,457	2,080	+3	+5	+11
General merchandise group.....	421	380	485	549	554	567	508	569	528	546	586	683	1,028	+6	+8	+12
Department stores.....	258	226	302	345	344	353	298	337	301	329	356	419	648	+8	+12	+13
Apparel group.....	335	273	361	425	389	390	320	365	346	489	401	446	679	-1	+5	+14
Furniture and appliance group.....														+3	-2	+4
Lumber, bldg., hdwe., farm equip. gp.	281	259	292	296	304	305	325	329	322	300	303	295	298	+3	+2	+1
Gasoline service stations.....	149	146	150	148	151	152	154	154	151	146	150	151	193	+3	+2	0
Drug and proprietary stores.....																
THE NORTH CENTRAL STATES, TOTAL.....	5,242	4,913	5,674	6,110	6,294	6,216	6,110	6,246	5,880	5,700	6,305	6,316	7,082	+6	+6	+2
Durable-goods stores, total.....	1,583	1,534	1,844	2,102	2,138	2,150	2,132	2,003	1,884	1,740	2,226	2,097	2,018	+8	+6	-6
Nondurable-goods stores, total..	3,659	3,379	3,830	4,008	4,156	4,066	3,978	4,243	3,996	3,960	4,079	4,219	5,064	+4	+6	+7
Food group.....	1,326	1,251	1,371	1,303	1,411	1,401	1,368	1,455	1,384	1,349	1,327	1,375	1,469	+3	+5	+6
Grocery stores.....	1,219	1,152	1,268	1,194	1,289	1,281	1,256	1,337	1,261	1,229	1,208	1,255	1,339	+3	+6	+6
Eating and drinking places.....	390	369	415	435	473	480	491	499	486	462	457	437	436	+7	+3	+2
GAP ² , total.....	995	906	1,150	1,287	1,264	1,269	1,197	1,378	1,219	1,272	1,337	1,478	2,139	+9	+13	+15
General merchandise group.....	533	497	648	731	717	723	661	788	709	733	764	875	1,285	+8	+11	+19
Department stores.....	310	279	375	419	423	410	387	461	407	435	449	512	776	+8	+13	+19
Apparel group.....	248	205	277	320	298	286	257	305	270	300	313	338	535	+5	+13	+19
Furniture and appliance group.....	214	204	225	236	249	260	279	285	240	239	260	265	319	+17	+19	+2
Lumber, bldg., hdwe., farm equip. gp.	304	301	385	496	519	535	535	559	530	523	552	492	448	+4	+5	+4
Automotive group.....	940	904	1,103	1,244	1,217	1,206	1,177	1,005	977	818	1,256	1,166	1,001	+8	+3	-15
Gasoline service stations.....	523	455	489	511	526	531	541	545	520	502	533	512	540	+3	+5	+1
Drug and proprietary stores.....	196	192	202	192	199	193	198	206	196	193	197	206	273	+2	+5	+4
THE SOUTH, TOTAL.....	4,933	4,685	5,398	5,544	5,691	5,523	5,443	5,623	5,332	4,984	5,393	5,423	6,391	+6	+5	+3
Durable-goods stores, total.....	1,685	1,649	1,878	1,971	2,038	1,972	1,911	1,816	1,800	1,587	1,905	1,819	1,915	+7	+1	-5
Nondurable-goods stores, total..	3,248	3,036	3,520	3,573	3,653	3,551	3,532	3,807	3,532	3,397	3,488	3,604	3,476	+5	+8	+8
Food group.....	1,225	1,147	1,311	1,235	1,347	1,316	1,325	1,441	1,311	1,269	1,282	1,290	1,382	+6	+10	+9
Grocery stores.....	1,171	1,093	1,254	1,173	1,280	1,251	1,259	1,369	1,251	1,215	1,227	1,234	1,320	+6	+9	+9
Eating and drinking places.....	282	269	307	316	329	329	344	353	343	307	306	299	308	+3	+3	+3
GAP ² , total.....	938	862	1,073	1,176	1,139	1,114	1,070	1,201	1,140	1,105	1,136	1,252	1,925	+4	+5	+12
General merchandise group.....	467	437	568	613	593	584	553	646	576	546	576	648	1,026	+8	+12	+17
Department stores.....	234	210	288	291	288	290	273	319	291	281	301	343	523	+3	+10	+17
Apparel group.....	258	225	290	347	305	284	277	315	311	320	325	355	589	-1	+1	+14
Furniture and appliance group.....	213	200	215	216	241	246	240	240	253	239	235	249	310	0	-5	0
Lumber, bldg., hdwe., farm equip. gp.	266	265	333	387	388	358	365	356	382	350	371	326	302	-1	-7	-c
Automotive group.....	1,086	1,067	1,208	1,244	1,256	1,224	1,169	1,075	1,024	859	1,172	1,099	1,064	+12	+5	-8
Gasoline service stations.....	441	412	455	459	474	480	497	503	488	456	457	445	473	+4	+3	+1
Drug and proprietary stores.....	175	178	184	181	187	182	175	180	173	165	169	171	218	+1	+4	+3
THE WEST, TOTAL.....	3,334	3,123	3,563	3,590	3,749	3,711	3,774	3,873	3,671	3,417	3,670	3,701	4,360	+4	+6	+3
Durable-goods stores, total.....	1,100	1,055	1,207	1,237	1,303	1,290	1,335	1,275	1,211	1,063	1,258	1,220	1,259	+4	+5	-4
Nondurable-goods stores, total..	2,234	2,068	2,356	2,353	2,446	2,421	2,439	2,598	2,460	2,354	2,412	2,481	3,101	+4	+6	+7
Food group.....	761	806	900	829	886	859	876	939	905	864	872	869	933	+2	+4	+7
Grocery stores.....	899	744	836	764	820	798	820	876	804	811	807	807	863	+2	+4	+7
Eating and drinking places.....	255	240	274	273	283	290	304	317	287	270	263	268	284	+7	+10	+4
GAP ² , total.....	639	587	686	736	752	746	733	818	760	746	785	864	1,318	+7	+8	+12
General merchandise group.....	335	313	374	406	414	413	407	463	428	407	446	505	780	+8	+8	+14
Department stores.....														+10	+13	+14
Apparel group.....	145	123	153	176	171	167	156	178	169	184	175	181	324	+2	+5	+14
Furniture and appliance group.....														+9	+9	-c
Gasoline service stations.....														+4	+7	+2
Drug and proprietary stores.....														-2	-1	+2

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. Stores in geographic regions are shown on last page of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: AUGUST 1962 TO AUGUST 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1963								1962				Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-Aug. 1963 from--	Aug. 1963 from--
														Apr.-Aug. 1962	Aug. 1962 July 1963
New England Division, total.....	1,207.	1,074	1,196	1,278	1,348	1,311	1,311	1,330	1,232	1,153	1,237	1,346	1,569	+7	+8
Durable-goods stores.....	348	302	355	438	472	449	423	398	359	300	372	389	409	+13	+11
Nondurable-goods stores.....	859	772	841	840	876	862	888	932	873	853	865	957	1,160	+5	+5
Food group.....	330	305	337	315	345	338	368	370	352	327	319	348	358	+5	+5
GAP ² , total.....	228	194	231	270	272	272	242	278	271	275	283	325	470	-1	+3
General merchandise group.....							C							+1	+2
Middle Atlantic, Division, total....	3,545	3,292	3,822	3,996	4,146	3,976	3,902	3,959	3,805	3,609	3,971	4,125	4,725	+4	+4
Durable-goods stores.....	979	892	1,099	1,234	1,288	1,183	1,175	1,068	1,067	914	1,227	1,217	1,165	+5	0
Nondurable-goods stores.....	2,566	2,400	2,723	2,762	2,858	2,793	2,727	2,891	2,738	2,695	2,744	2,908	3,560	+4	+6
GAP ² , total.....	772	685	854	952	948	946	862	942	895	943	1,007	1,132	1,610	+4	+5
General merchandise group.....	325	296	380	426	431	439	393	440	402	419	454	526	793	+7	+9
East North Central Division, total..	3,724	3,481	4,013	4,302	4,427	4,366	4,289	4,386	4,092	3,957	4,386	4,447	5,031	+6	+7
Durable-goods stores.....	1,088	1,045	1,255	1,451	1,470	1,478	1,474	1,370	1,244	1,139	1,494	1,419	1,363	+11	+10
Nondurable-goods stores.....	2,636	2,436	2,758	2,851	2,957	2,888	2,815	3,016	2,848	2,818	2,892	3,028	3,668	+4	+6
Food group.....	988	932	1,024	968	1,049	1,035	1,007	1,073	1,013	983	971	1,020	1,094	+3	+6
GAP ² , total.....	720	658	834	932	920	922	869	1,010	873	911	956	1,077	1,567	+9	+16
General merchandise group.....	378	359	463	517	515	519	472	567	502	520	541	637	928	+8	+13
West North Central Division, total..	1,518	1,432	1,661	1,808	1,867	1,850	1,821	1,860	1,788	1,743	1,919	1,869	2,051	+5	+4
Durable-goods stores.....	495	489	589	651	668	672	658	633	640	601	732	678	655	+2	-1
Nondurable-goods stores.....	1,023	943	1,072	1,157	1,199	1,178	1,163	1,227	1,148	1,142	1,187	1,191	1,396	+6	+7
Food group.....	338	319	347	335	362	366	361	382	371	366	356	355	375	+1	+3
GAP ² , total.....	275	248	316	355	344	347	328	368	346	361	381	401	572	+8	+6
General merchandise group.....	155	138	185	214	202	204	189	221	207	213	223	238	357	+9	+7
South Atlantic Division, total.....	2,460	2,293	2,646	2,734	2,776	2,700	2,637	2,726	2,550	2,374	2,618	2,699	3,206	+7	+7
Durable-goods stores.....	810	769	888	950	967	936	908	855	804	704	893	865	913	+11	+6
Nondurable-goods stores.....	1,650	1,524	1,758	1,784	1,809	1,764	1,729	1,871	1,746	1,670	1,725	1,834	2,293	+5	+7
GAP ² , total.....	495	449	557	597	565	565	533	608	564	552	568	645	1,009	+5	+8
General merchandise group.....	254	235	307	322	306	304	283	334	292	276	294	340	543	+9	+14
East South Central Division, total..	898	853	992	1,039	1,061	1,019	994	1,050	983	943	996	999	1,205	+5	+7
Nondurable-goods stores.....	583	551	648	670	694	648	651	712	646	631	647	661	831	+6	+10
Food group.....							C							+11	+14
GAP ² , total.....	165	158	204	228	224	210	202	230	207	213	216	233	360	+4	+11
General merchandise group.....	84	81	109	121	117	113	109	124	106	108	113	122	198	+9	+17
West South Central Division, total..	1,575	1,539	1,760	1,771	1,854	1,804	1,812	1,847	1,799	1,667	1,779	1,725	1,980	+5	+3
Durable-goods stores.....							C							+6	+7
Nondurable-goods stores.....	1,015	961	1,114	1,119	1,150	1,139	1,152	1,224	1,140	1,096	1,116	1,109	1,352	+6	+7
Food group.....							C							+8	+11
GAP ² , total.....	278	255	312	351	350	339	335	363	369	340	352	374	556	+2	+2
General merchandise group.....	129	121	152	170	170	167	161	188	178	162	169	186	285	+5	+6
Mountain Division, total.....	730	690	833	850	877	878	944	934	881	798	807	796	946	+2	+6
Nondurable-goods stores.....	501	468	566	568	581	578	596	622	595	555	551	557	680	+1	+5
Food group.....							C							-2	+2
GAP ² , total.....	120	113	133	147	153	147	149	166	154	145	153	160	252	+3	+8
General merchandise group.....	61	60	72	84	88	83	82	96	87	77	84	91	147	+5	+10
Pacific Division, total.....	2,604	2,433	2,730	2,740	2,872	2,833	2,830	2,939	2,790	2,619	2,863	2,905	3,414	+5	+5
Durable-goods stores.....	871	833	940	955	1,007	990	987	963	925	820	1,002	981	993	+4	+4
Nondurable-goods stores.....	1,733	1,600	1,790	1,785	1,865	1,843	1,843	1,976	1,865	1,799	1,861	1,924	2,421	+5	+6
Food group.....	665	623	690	636	683	658	673	723	693	661	667	669	720	+4	+4
GAP ² , total.....	519	474	553	589	599	599	584	652	606	601	632	704	1,066	+8	+8

Note: Estimates are based on a sample. (See sampling visibilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture-and-appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to Table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: AUGUST 1962 TO AUGUST 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1963								1962					Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-Aug. 1963 from-- Apr.-Aug. 1962	Aug. 1963 from--	
															Aug. 1962	July 1963
California.....	2,009	1,898	2,111	2,113	2,204	2,156	2,140	2,209	2,103	1,980	2,206	2,251	2,631	+5	+5	+3
Illinois.....	1,100	1,026	1,203	1,275	1,290	1,235	1,193	1,228	1,170	1,150	1,262	1,316	1,528	+4	+5	+3
Massachusetts.....	603	535	595	624	662	636	606	616	580	551	595	672	785	+6	+6	+2
Michigan.....	805	745	846	909	947	936	945	944	887	856	960	963	1,073	+6	+6	0
New Jersey.....	670	635	744	770	780	752	749	746	716	664	739	762	856	+6	+4	0
New York.....	1,825	1,690	1,921	1,996	2,075	1,992	1,940	2,004	1,909	1,847	2,022	2,107	2,441	+5	+5	+3
Ohio.....	920	871	1,006	1,072	1,100	1,087	1,088	1,116	1,044	996	1,116	1,135	1,268	+5	+7	+3
Pennsylvania.....	1,050	967	1,157	1,230	1,291	1,232	1,213	1,209	1,180	1,098	1,210	1,256	1,428	+3	+2	0
Texas.....	959	959	1,084	1,097	1,149	1,104	1,088	1,114	1,112	1,033	1,095	1,061	1,199	+3	0	+2

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: AUGUST 1962 TO AUGUST 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1963								1962					Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Apr.-Aug. 1963 from-- Apr.-Aug. 1962	Aug. 1963 from--	
															Aug. 1962	July 1963
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	767	731	878	915	913	884	837	872	833	823	905	947	1,104	+3	+5	+4
GAP ³							C							+7	+14	+20
New York-Northeastern N.J., total.....	1,661	1,550	1,768	1,813	1,864	1,778	1,693	1,706	1,634	1,611	1,797	1,861	2,147	+5	+4	+1
GAP ³	396	343	424	463	457	461	413	444	422	466	505	552	767	+4	+5	+8
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	706	669	808	843	841	810	765	798	767	759	831	872	1,025	+3	+4	+4
GAP ³							C							+7	+9	+20
Detroit, Mich., total.....							C							+8	+5	-2
GAP ³							C							+8	+17	+12
Los Angeles, Calif., total.....	923	847	947	945	978	953	965	988	941	887	1,014	1,035	1,232	+5	+5	+2
GAP ³							C							+8	+7	+6
New York, N. Y., total.....	1,195	1,106	1,240	1,270	1,312	1,250	1,204	1,230	1,166	1,164	1,288	1,342	1,568	+5	+5	+2
GAP ³							C							+4	+5	+9
Philadelphia, Pa., total.....							C							+2	+2	0
GAP ³							C							+1	+4	+5

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.
² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	s	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	s	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	s	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	s	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAP, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	s	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	s	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	s	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	s	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	s	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402
—
OFFICIAL BUSINESS
FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii



FOR RELEASE
NOVEMBER 6, 1963

BR-63-9

Retail Sales and End-of-Month Accounts Receivable: September 1963

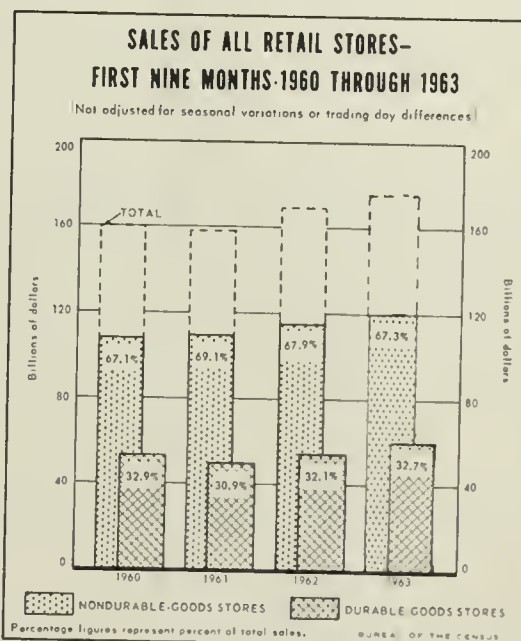
Notice of revision.--Beginning with the July 1963 release, a new basis for deriving the data adjusted for seasonal variations and trading day differences in Tables 1 and 3 has been used. Figures for all months for which data are shown in this publication are on the revised basis. In a special Supplement to the July report, the revisions were carried back to 1953. See Explanatory Material, page 15.

SALES

Total sales of all retail stores in the United States during September 1963 were estimated at \$19.2 billion, 8 percent below the sales for August 1963, but 2 percent above September 1962. After adjustment for seasonal variations and trading day differences, but not for price changes, September 1963 sales amounted to \$20.4 billion, 1 percent lower than the sales for the previous month, but 3 percent above September a year ago. Adjusted sales of durable-goods stores in September 1963 remained virtually unchanged from August 1963 and were 4 percent over the September 1962 level. Adjusted sales of nondurable-goods stores in September 1963 decreased 2 percent from the previous month but increased 2 percent over September 1962. The early occurrence of Labor Day this year probably resulted in some shift of pre-Labor Day sales to August, particularly for such kind-of-business categories as the apparel, general merchandise, and food groups. The data have not been adjusted for the early occurrence of Labor Day.

Based on adjusted data, sales in the durable-goods stores category reflected month-to-month increases in the furniture and appliance group (+4%) and the lumber, building hardware, farm equipment group (+2%) and a decrease in the automotive group (-2%). In the nondurable-goods stores category, all of the major kinds of business groups showed month-to-month decreases. The largest decrease was shown in the apparel group (-5%), followed by the general merchandise group (-4%), eating and drinking places (-3%), and the food group (-1%).

A comparison of adjusted sales for September 1963 with those for September a year ago reflected increases in all the major kinds of business except the apparel group (-1%). In the durable-goods stores category, the largest increase was shown in the furniture and appliance group (+6%). In the nondurable-goods stores category, the largest increase was shown in the general merchandise group (+4%).



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$14.2 billion in total accounts receivable balances owed by customers as of September 30, 1963. This amount was 1 percent higher than the \$14.0 billion reported as of August 31, 1963, and about 8 percent higher than the \$13.2 billion outstanding at the end of September a year ago. The increase in total credit balances from August 1963, based on data not adjusted for seasonal variations, reflected a 2 percent increase in the installment account balances, while the charge account balances remained virtually unchanged. Compared with September a year ago, installment balances increased 11 percent while charge balances increased 4 percent.

Total receivable balances of durable-goods stores as of September 30, 1963 were 1 percent higher than those outstanding at the end of August a year ago. Nondurable-goods stores also reported a 1 percent increase over the total for the end of September 1962.

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES 1953-1963

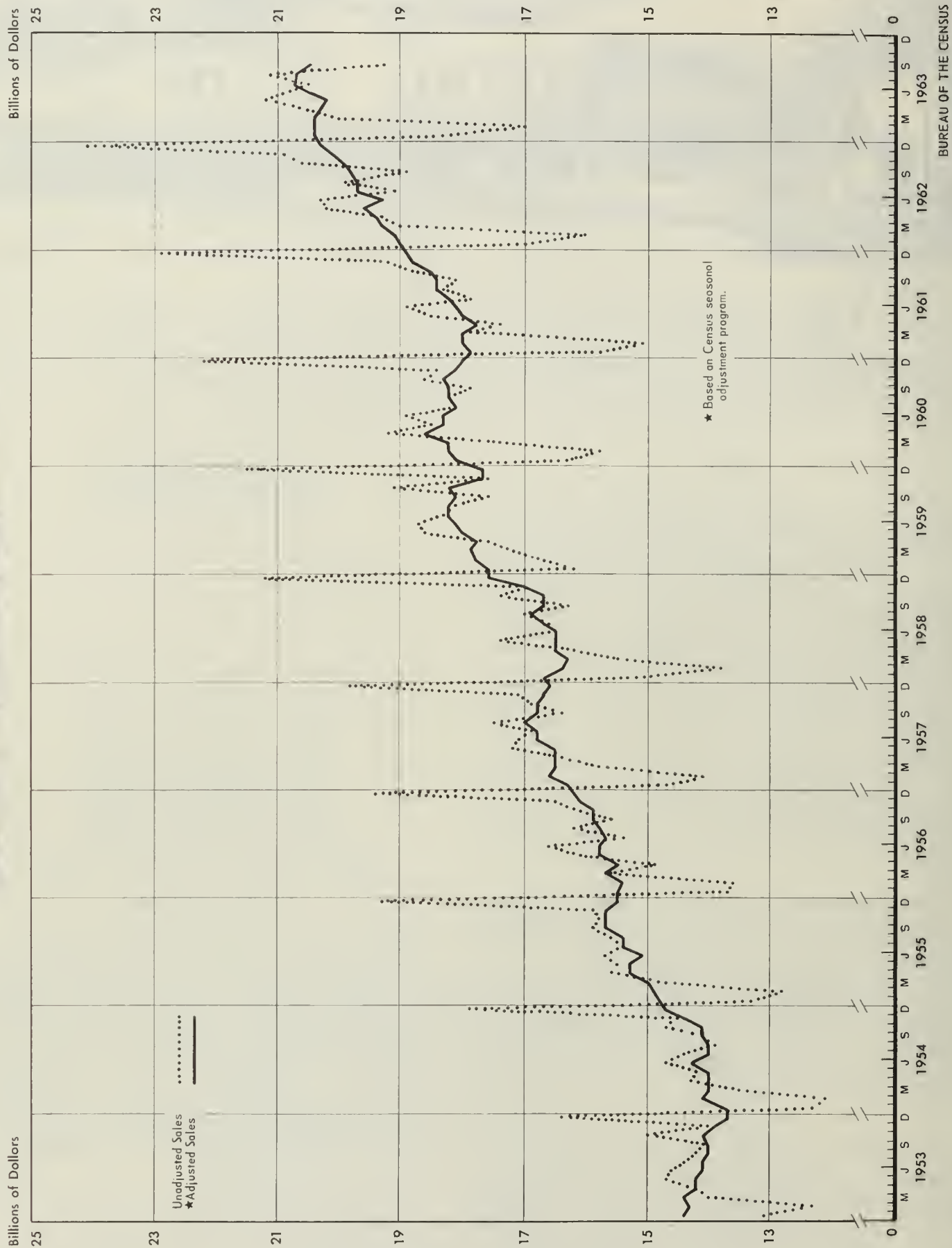


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1963

(Millions of dollars)

Kind of business	1963									1962				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Sept.	Oct.	Nov.	Dec.	1963	1962
	Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,236	18,863	20,576	20,911	24,127	178,278	169,737
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,936	5,604	6,988	6,742	6,766	58,243	54,446
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,300	13,259	13,588	14,169	17,361	120,035	115,291
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,717	4,823	4,803	4,917	5,237	43,919	42,652
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,265	4,369	4,350	4,456	4,732	39,761	38,586
Meat markets.....	124	120	126	123	132	124	131	132	121	124	124	127	134	1,133	1,107
Bakery products stores.....	90	83	93	90	90	90	86	93	90	90	95	97	102	805	779
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,534	1,513	1,485	1,445	1,479	13,504	12,896
Eating places.....	920	859	982	1,027	1,098	1,127	1,159	1,202	1,071	1,062	1,030	994	1,010	9,445	8,989
Restaurants, cafeterias, lunchrooms.....	775	726	818	839	882	896	925	972	868	868	849	825	843	7,701	7,336
Drinking places.....	414	395	439	436	464	465	487	496	463	451	455	451	469	4,059	3,907
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,465	2,292	2,232	2,372	2,711	4,119	19,208	18,004
Department stores and dry goods, general merchandise stores.....	1,260	1,134	1,492	1,636	1,638	1,168	1,524	1,769	1,659	1,613	1,724	1,959	2,972	13,280	12,812
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,350	1,303	1,377	1,575	2,422	11,084	10,408
Variety stores.....	259	274	320	384	361	357	341	390	357	352	360	400	751	3,043	2,946
Mail order houses (department store merchandise).....	139	130	159	169	166	150	157	192	182	165	183	245	267	1,444	1,329
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,148	1,193	1,214	1,320	2,127	9,776	9,677
Men's, boys' wear stores ²	204	160	186	224	218	239	200	209	199	206	226	258	467	1,839	1,789
Men's, boys' clothing, furnishings stores.....	197	155	180	216	211	233	194	203	193	199	217	250	456	1,782	1,741
Women's apparel, accessory stores ³	377	326	428	482	460	421	390	446	444	455	468	513	801	3,774	3,694
Women's ready-to-wear stores.....	329	286	382	424	402	372	342	394	394	405	413	450	698	3,325	3,221
Family clothing stores.....	190	157	212	247	229	224	196	238	224	232	248	280	465	1,917	1,927
Shoe stores.....	169	147	205	259	210	202	179	212	216	236	212	209	305	1,799	1,836
Furniture and appliance group.....	830	781	838	854	934	933	965	992	967	916	962	1,020	1,216	8,094	7,616
Furniture, home furnishings stores.....	517	502	543	574	612	599	608	651	645	598	627	658	745	5,251	4,967
Furniture stores.....	374	356	387	404	448	443	455	496	478	448	462	478	563	3,841	3,623
Household appliance, TV, radio stores.....	313	279	295	280	322	334	357	341	322	318	335	362	471	2,843	2,649
Household appliance dealers.....	228	201	211	206	240	252	271	256	237	245	250	270	346	2,102	2,063
Lumber, building, hardware, farm equipment group.....	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,437	1,343	1,420	1,271	1,190	11,483	11,187
Lumber yards, building materials dealers ⁴	520	493	604	748	828	819	876	911	841	782	846	760	609	6,640	6,523
Lumber yards.....	347	324	398	498	551	555	600	632	584	522	560	500	398	4,489	4,280
Hardware stores.....	175	156	191	229	240	231	224	227	213	217	222	216	312	1,886	1,878
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,940	2,808	4,082	3,869	3,434	33,883	31,409
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,033	4,060	3,865	3,746	3,288	2,729	2,599	3,850	3,641	3,139	31,910	29,496
Passenger car dealers ⁵	3,215	3,043	3,608	3,871	3,905	3,715	3,608	3,151	2,624	2,495	3,736	3,542	3,053	30,740	28,417
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,546	3,570	3,404	3,313	2,883	2,362	2,199	3,404	3,229	2,784	28,042	25,559
Tire, battery, accessory dealers.....	178	161	194	229	241	261	257	241	211	209	232	228	295	1,973	1,913
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,593	1,564	1,604	1,561	1,629	14,372	13,851
Other retail stores.....	2,669	2,542	2,665	2,762	2,876	2,639	2,621	2,657	2,608	2,471	2,634	2,797	3,696	24,039	22,445
Drug and proprietary stores.....	649	641	667	652	676	664	660	680	656	632	647	660	880	5,945	5,845
Drug stores.....	630	623	647	632	655	640	636	655	632	606	623	636	848	5,750	5,635
Liquor stores.....	409	386	427	429	458	450	474	489	438	436	447	488	700	3,960	3,766
	Data ADJUSTED for seasonal variations and trading day differences														
United States, total.....	20,387	20,374	20,350	20,276	20,200	20,486	20,719	20,666	20,385	19,844	19,875	20,112	20,253	183,843	174,907
Durable-goods stores, total.....	6,624	6,624	6,576	6,646	6,512	6,630	6,773	6,562	6,531	6,273	6,391	6,437	6,488	59,478	55,528
Nondurable-goods stores, total.....	13,763	13,750	13,774	13,630	13,688	13,856	13,946	14,104	13,854	13,571	13,484	13,675	13,765	124,365	119,379
Food group.....	4,924	4,894	4,853	4,864	4,890	4,923	5,030	4,996	4,931	4,877	4,881	4,860	4,908	44,305	43,035
Grocery stores.....	4,463	4,433	4,399	4,400	4,414	4,456	4,540	4,527	4,469	4,419	4,427	4,401	4,445	40,101	38,920
Eating and drinking places.....	1,480	1,496	1,507	1,518	1,504	1,511	1,497	1,519	1,478	1,458	1,456	1,471	1,473	13,510	12,894
General merchandise group.....	2,324	2,332	2,409	2,301	2,322	2,434	2,441	2,497	2,408	2,321	2,270	2,354	2,348	21,408	20,103
Department stores.....	1,343	1,344	1,410	1,321	1,345	1,427	1,418	1,465	1,397	1,338	1,300	1,341	1,361	12,470	11,695
Variety stores.....	373	376	378	377	380	389	385	387	389	377	371	374	374	3,434	3,328
Mail order houses (department store mde.).....	174	174	180	177	169	186	196	198	191	180	162	173	172	1,645	1,512
Apparel group.....	1,222	1,209	1,207	1,166	1,156	1,179	1,214	1,259	1,190	1,202	1,178	1,220	1,241	10,802	10,646
Men's, boys' wear stores ²	231	234	233	233	221	222	239	247	234	234	226	233	238	2,094	2,034
Women's apparel, accessory stores ³	461	460	462	443	447	471	475	480	461	461	452	472	471	4,160	4,060
Shoe stores.....	217	215	219	203	203	199	202	209	200	212	211	218	230	1,867	1,900
Furniture and appliance group.....	938	953	940	945	938	935	979	939	973	920	910	928	925	8,540	8,033
Furniture, home furnishings stores.....	599	616	607	617	598	611	613	611	605	583	592	592	592	5,519	5,221
Household appliance, TV, radio stores.....	339	337	333	328	340	324	366	328	326	315	327	336	333	3,021	2,812
Lumber, building, hardware, farm equipment group.....	1,278	1,273	1,289	1,290	1,238	1,263	1,262	1,299	1,324	1,274	1,256	1,272	1,293	11,516	11,219
Lumber yards, building materials dealers ⁴	721	718	722	736	738	750	746	771	760	733	717	721	710	6,662	6,567
Hardware stores.....	225	221	220	221	202	212	212	221	214	219	222	221	244	1,948	1,944
Automotive group.....	3,854	3,820	3,764	3,824	3,740	3,843	3,940	3,733	3,654	3,548	3,704	3,704	3,731	34,172	31,611
Passenger car, other automotive dealers.....	3,624	3,598	3,544	3,602	3,515	3,607	3,709	3,512	3,432	3,328	3,474	3,474	3,492	32,143	29,658
Tire, battery, accessory dealers.....	230	222	220	222	225	236	231	221	222	220	223	230	239	2,829	2,955
Gasoline service stations.....	1,627	1,611	1,618	1,594	1,581	1,584	1,602	1,612	1,599	1,564	1,571	1,577	1,600	14,428	13,803
Drug and proprietary stores.....	670	683	678	677	678	674	674	685	698	661	662	682	677	6,117	6,012
Liquor stores.....	456	457	458	471	469	475	481	476	467	457	459	472	474	4,210	4,076

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing; furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, p. 9.

A special adjustment is made to the passenger car dealer estimates to reflect changes in timing of new model year introductions. The adjustment factors for September 1962 and 1963 have been revised to include the 1964 model introductions. Revisions to the adjustments for other months, if necessary, will be made in next month's publication.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	September 1963 from--		9 mos. 1963 from 9 mos. 1962		September 1963 from--		9 mos. 1963 from 9 mos. 1962
	Sept. 1962	Aug. 1963			Sept. 1962	Aug. 1963	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+2	-8	+5	Furniture and appliance group.....	+6	-3	+6
Durable-goods stores, total.....	+6	-9	+7	Furniture stores.....	+7	-4	+6
Nondurable-goods stores, total.....	0	-8	+4	Floor coverings stores*.....	+24	+19	+17
Food group.....	-2	-11	+3	Household appliance, TV, radio stores.....	+1	-6	+7
Grocery stores.....	-2	-12	+3	Household appliance stores.....	-3	-7	+2
Meat markets.....	0	-8	+2	TV, radio stores*.....	+18	0	+27
Fruit stores, vegetable markets*.....	+21	-6	+11	Lumber, building, hardware, farm equipment			
Candy, nut, confectionery stores*.....	-8	-4	-4	group.....	+7	-2	+3
Bakery products stores.....	0	-3	+3	Lumber, building materials dealers.....	+8	-8	+2
Delicatessen stores*.....	0	-7	+3	Lumber yards.....	+12	-8	+5
Eating and drinking places.....	+1	-10	+5	Paint, glass, wallpaper stores*.....	+15	-10	+9
Eating places.....	+1	-11	+5	Heating and plumbing equipment dealers*.....	-2	0	-11
Restaurants, cafeterias, lunchrooms.....	0	-11	+5	Hardware stores.....	-2	-6	0
Drinking places.....	+3	-7	+4	Farm equipment dealers*.....	+11	+18	+6
General merchandise group.....	+3	-7	+7	Automotive group.....	+5	-17	+8
Department stores and dry goods, general				Passenger car dealers.....	+5	-17	+8
merchandise stores.....	+3	-6	+4	Passenger car dealers (franchised).....	+7	-18	+10
Department stores.....	+4	-5	+6	Tire, battery, accessory dealers.....	+1	-12	+3
Variety stores.....	+1	-8	+3	Gasoline service stations.....	+2	-8	+4
Mail order houses (department store				Fuel fuel oil dealers*.....	+19	+22	+10
merchandise).....	+10	-5	+9	Fuel dealers, except fuel oil*.....	+11	+22	+8
Apparel group.....	-4	-2	+1	Fuel oil dealers*.....	+27	+21	+11
Men's, boys' clothing, furnishings stores.....	-3	-5	+2	Drug and proprietary stores.....	+4	-4	+2
Men's, boys' clothing stores*.....	0	-5	+4	Drug stores.....	+4	-4	+2
Men's, boys' furnishings stores*.....	-15	-3	-7	Liquor stores.....	0	-10	+5
Women's ready-to-wear stores.....	-3	0	+3	Jewelry stores*.....	+6	-8	+8
Family clothing stores.....	-3	-6	-1	Florists*.....	+20	0	+16
Women's apparel, accessory, specialty stores*..	+8	-5	+1	Book stores*.....	+17	+84	+20
Shoe stores.....	-8	+2	-2	Stationery stores*.....	+12	+18	+18
				Music stores*.....	+7	+7	+14
				Camera, photographic supply stores*.....	+8	-10	+18
				Optical goods stores*.....	-6	-12	+12
				Typewriter stores*.....	-12	-7	+22

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+3	-1	+5	Furniture and appliance group.....	+6	+4	+6
Durable-goods stores, total.....	+4	0	+7	Furniture, home furnishings stores.....	+7	+6	+6
Nondurable-goods stores, total.....	+2	-2	+4	Household appliance, TV, radio stores.....	+3	-1	+7
Food group.....	+1	-1	+3	Lumber, building, hardware, farm equipment			
Grocery stores.....	+1	-1	+3	group.....	+4	+2	+3
Eating and drinking places.....	+1	-3	+5	Lumber, building materials dealers.....	+4	-1	+1
General merchandise group.....	+4	-4	+7	Hardware stores.....	-2	-3	+1
Department stores.....	+4	-5	+7	Automotive group.....	+3	-2	+8
Variety stores.....	+3	+1	+3	Passenger car and other automotive dealers....	+3	-3	+8
Mail order houses (department store				Tire, battery, accessory dealers.....	+1	0	+3
merchandise).....	+6	-4	+9	Gasoline service stations.....	+2	-1	+4
Apparel group.....	-1	-5	+1	Drug and proprietary stores.....	+6	+2	+2
Men's, boys' wear stores.....	0	-5	+3	Liquor stores.....	+2	-2	+5
Women's apparel, accessory stores.....	0	-4	+2				
Shoe stores.....	-6	-4	-2				

* See Explanatory Material, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9 for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1963

(Millions of dollars)

Kind of business	1963									1962				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Sept.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,075	3,826	4,571	4,651	4,849	4,767	4,601	5,107	4,611	4,559	4,692	5,056	6,527	41,058	39,301
Durable-goods stores, total.....	283	272	324	355	384	385	388	389	365	356	392	395	468	3,145	3,016
Nondurable-goods stores, total.....	3,792	3,554	4,247	4,296	4,465	4,382	4,213	4,718	4,246	4,203	4,300	4,661	6,059	37,913	36,285
Food group.....	1,951	1,842	2,119	1,920	2,123	2,006	1,974	2,193	1,877	1,946	1,943	2,053	2,165	18,005	17,534
Grocery stores.....	1,897	1,790	2,067	1,862	2,063	1,950	1,915	2,137	1,825	1,893	1,890	2,000	2,103	17,506	17,053
Eating and drinking places.....	91	89	102	102	107	108	111	115	107	101	103	99	101	932	899
General merchandise group.....	1,120	1,035	1,329	1,504	1,491	1,537	1,436	1,662	1,546	1,436	1,519	1,734	2,664	12,660	11,651
Department stores and dry goods, general merchandise stores.....	792	708	950	1,058	1,062	1,118	1,023	1,188	1,116	1,019	1,077	1,214	1,849	9,015	8,205
Department stores.....	689	618	829	921	927	977	891	1,027	972	885	939	1,062	1,617	7,851	7,134
Variety stores.....	191	204	241	294	276	276	263	301	272	271	279	307	578	2,318	2,240
Apparel group.....	232	202	283	363	315	307	263	310	309	318	314	346	546	2,574	2,529
Men's, boys' wear stores.....	24	19	25	29	29	30	25	25	25	25	30	35	58	231	228
Women's apparel, accessory stores.....	93	82	116	141	135	130	115	138	128	125	124	143	228	1,078	995
Women's ready-to-wear stores.....	86	76	107	129	124	120	106	128	118	115	114	132	209	994	907
Shoe stores.....	70	64	87	113	90	87	71	84	93	105	93	93	142	759	806
Furniture and appliance group.....	72	71	85	83	91	92	91	98	94	89	101	104	119	777	746
Tire, battery, accessory dealers.....	69	62	77	92	97	103	102	94	83	86	92	92	126	779	777
Other retail stores.....	364	362	389	394	410	397	398	407	390	386	407	431	604	3,511	3,379
Drug and proprietary stores.....	129	128	135	134	138	141	138	143	135	129	132	137	213	1,221	1,158
Liquor stores.....	85	84	96	93	100	95	99	105	92	91	98	106	169	849	802

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	4,751	4,737	4,778	4,705	4,730	4,848	4,914	r 4,983	4,871	4,698	4,647	4,713	4,774	43,317	41,396
Grocery stores.....	1,965	1,952	1,940	1,946	1,955	1,964	1,992	r 2,007	1,970	1,943	1,954	1,940	1,967	17,691	17,232
Eating and drinking places.....	99	102	104	103	104	104	105	107	105	99	101	100	101	933	903
General merchandise group.....	1,511	1,513	1,569	1,503	1,512	1,616	1,628	1,666	1,626	1,498	1,443	1,508	1,520	14,144	13,029
Department stores.....	925	923	966	914	931	1,002	1,009	1,046	1,011	911	882	930	945	8,727	7,932
Variety stores.....	288	288	294	287	285	297	295	294	297	291	285	288	285	2,625	2,539
Apparel group.....	317	311	311	309	309	311	324	341	316	316	304	317	319	2,849	2,792
Men's, boys' wear stores.....	29	29	29	29	29	28	33	33	31	30	29	20	29	270	266
Women's apparel, accessory stores.....	133	126	131	126	131	136	141	147	132	126	121	128	127	1,203	1,109
Shoe stores.....	92	94	92	89	85	83	82	90	87	96	94	96	99	794	844
Tire, battery, accessory dealers.....	92	88	89	90	88	93	92	88	89	93	89	92	96	809	810
Drug and proprietary stores.....	140	143	140	139	143	144	145	150	147	138	140	140	138	1,291	1,221

¹ Based on weekly sales figures converted to calendar month totals. For September 1963, weekly sales (in millions of dollars) were as follows: For week ending September 7 = 444; September 14 = 460; September 21 = 454; September 28 = 445.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

r Revised.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963									1962				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	1963	1962
United States, total.....	4,901	4,592	5,469	5,574	5,776	5,685	5,518	6,094	5,527	5,413	5,622	6,044	7,767	47,136	46,233
Food group.....	2,211	2,087	2,383	2,166	2,385	2,261	2,262	2,497	2,159	2,184	2,200	2,300	2,439	20,411	19,474
Grocery stores.....	2,138	2,016	2,309	2,086	2,302	2,184	2,179	2,417	2,083	2,110	2,125	2,225	2,354	19,714	18,772
Eating and drinking places.....	135	129	147	148	156	162	164	170	157	148	150	149	153	1,368	1,272
General merchandise group.....	1,235	1,148	1,476	1,660	1,643	1,690	1,571	1,820	1,685	1,601	1,694	1,953	2,473	13,928	12,800
Department stores and dry goods, general merchandise stores.....	880	792	1,064	1,181	1,188	1,249	1,138	1,324	1,234	1,145	1,212	1,368	2,073	10,088	9,035
Department stores.....	753	679	913	1,010	1,016	1,070	969	1,117	1,062	968	1,033	1,168	1,782	8,489	7,725
Drug and proprietary stores.....	156	154	162	160	167	169	167	176	165	158	161	164	250	1,476	1,416

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: SEPTEMBER 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	September 1963 from--		9 mos. 1963 from 9 mos. 1962		September 1963 from--		9 mos. 1963 from 9 mos. 1962
	September 1962	August 1963			September 1962	August 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+7	+15	+5
Akron, Ohio.....	+4	+1	+4	New York City.....	+3	+20	0
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	+4	+11	+4
Asheville, N. C.....	+1	+5	-11	Norfolk-Portsmouth, Va.....	+3	+2	0
Atlanta, Ga.....	NA	NA	NA	Oklahoma City, Okla.....	-1	-19	+3
Augusta, Ga.....	+2	-11	+4	Omaha, Nebr.....	0	-15	+3
Baltimore, Md.....	+10	+6	+6	Peoria, Ill.....	+2	-13	+3
Baton Rouge, La.....	+16	-7	+15	Philadelphia, Pa.....	+6	+35	-1
Binghamton, N. Y.....	-10	-14	-1	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	-15	-8	-5	Pittsburgh, Pa.....	+3	-6	+3
Boston, Mass.....	+6	+8	+5	Portland, Oreg.....	+2	-12	+3
Buffalo, N. Y.....	+15	+5	+10	Reading, Pa.....	+4	+17	+3
Canton, Ohio.....	-1	-5	+2	Richmond, Va.....	+1	+2	+2
Chattanooga, Tenn.....	+4	+10	+4	Rochester, N. Y.....	+5	-5	+8
Chicago, Ill.....	+5	-7	+6	Sacramento, Calif.....	+2	-6	+6
Cincinnati, Ohio.....	+6	-4	+2	St. Louis, Mo.....	-4	-6	-1
Cleveland, Ohio.....	+9	-7	+3	Salt Lake City, Utah.....	+4	-25	+4
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	-2	-17	+4
Columbus, Ohio.....	+1	-10	+5	San Bernardino, Calif.....	+9	-7	+8
Corpus Christi, Tex.....	-6	-26	+2	San Diego, Calif.....	+2	-11	+5
Dallas, Tex.....	+1	-15	+3	Savannah, Ga.....	+4	-13	+8
Denver, Colo.....	+4	-16	+6	Seattle, Wash.....	-11	-29	-9
Des Moines, Iowa.....	+7	-6	+6	Shreveport, La.....	+7	-14	+7
Detroit, Mich.....	+2	-2	+6	South Bend, Ind.....	-2	-10	0
El Paso, Tex.....	-9	-22	0	Spokane, Wash.....	-1	-26	+1
Erie, Pa.....	+1	+7	+1	Springfield, Mo.....	0	-2	+3
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+9	-5	+5
Flint, Mich.....	+10	-7	+9	Syracuse, N. Y.....	+3	-5	+3
Fort Wayne, Ind.....	-2	-14	+3	Tacoma, Wash.....	-3	-18	-1
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+11	-8	+9
Grand Rapids, Mich.....	+3	-4	+2	Toledo, Ohio.....	0	+3	+3
Houston, Tex.....	+1	-14	+5	Trenton, N. J.....	+10	+18	+4
Indianapolis, Ind.....	-1	-9	+4	Tulsa, Okla.....	-9	-16	+3
Jacksonville, Fla.....	+8	-15	+12	Utica-Rome, N. Y.....	+11	-10	+14
Kansas City, Mo.....	-2	-12	+6	Waco, Tex.....	-1	-14	+2
Knoxville, Tenn.....	-1	-9	+3	Washington, D. C.....	+7	+9	+1
Lancaster, Pa.....	+4	+15	+2	Wheeling, W. Va.....	+1	+2	+2
Lexington, Ky.....	0	-1	+5	Wichita, Kans.....	-4	-16	+1
Los Angeles, Long Beach, Calif.....	+3	-16	+8	Worcester, Mass.....	+1	+9	0
Louisville, Ky.....	0	-8	+4	Youngstown, Ohio.....	+4	-8	-1
Macon, Ga.....	+4	-14	+6	CITIES			
Memphis, Tenn.....	0	-12	+4	Bridgeport, Conn.....	+8	+10	+2
Miami, Fla.....	+16	-12	+10	Bristol, Tenn.-Va.....	-6	-13	-1
Milwaukee, Wis.....	+1	-9	+2	Duluth, Minn.-Superior, Wis.....	-5	-16	-2
Mobile, Ala.....	+3	-15	+3	Minneapolis, Minn.....	0	-12	+6
New Orleans, La.....	+12	-18	+9	Oakland-Berkeley, Calif.....	-2	-16	-1
				Portsmouth, Ohio.....	-3	-12	-4
				Rome, Ga.....	-2	+10	+5
				St. Paul, Minn.....	+9	-6	+3
				San Francisco, Calif.....	-5	-23	-1
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963									1962				Percentage change, Sept. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Sept. 1962	Aug. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,474	12,700	12,912	13,352	13,634	13,799	13,781	14,016	14,164	13,156	13,390	13,557	14,299	+8	+1
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,160	6,339	6,457	6,559	6,609	6,148	6,245	6,203	6,241	+7	+1
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,474	7,460	7,324	7,457	7,555	7,008	7,145	7,354	8,058	+8	+1
Food group.....	328	320	332	326	342	341	349	364	365	365	355	345	354	0	0
Grocery stores.....	270	270	276	272	291	292	298	305	304	303	297	288	297	0	0
Eating and drinking places.....	87	81	80	76	74	78	71	74	65	57	70	76	96	+14	-12
General merchandise group.....	4,510	3,994	4,031	4,144	4,228	4,325	4,287	4,371	4,500	4,030	4,131	4,278	4,782	+12	+3
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,227	3,288	3,274	3,336	3,434	3,080	3,183	3,278	3,720	+11	+3
Department stores.....	3,104	2,685	2,695	2,788	2,853	2,914	2,904	2,971	3,050	2,758	2,847	2,934	3,340	+11	+3
Mail order houses (department store mdse)....	850	791	805	812	836	868	846	868	899	794	803	838	879	+13	+4
Apparel group.....	998	913	932	950	892	879	837	855	884	893	926	930	1,090	-1	+3
Women's ready-to-wear stores.....	453	414	438	448	418	400	371	379	399	402	420	429	509	-1	+5
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,067	2,031	2,005	2,026	2,037	1,919	1,982	2,010	2,130	+6	+1
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,575	1,543	1,528	1,555	1,580	1,468	1,500	1,535	1,636	+8	+2
Furniture stores.....	1,454	1,392	1,387	1,366	1,446	1,426	1,401	1,433	1,439	1,316	1,332	1,367	1,481	+9	0
Household appliance, TV, radio stores.....	472	479	472	482	492	488	477	471	457	451	482	475	494	+1	-3
Household appliance dealers.....	408	419	416	413	428	434	429	413	399	400	421	419	432	0	-3
Lumber, building, hardware, farm equip. group.....	1,619	1,587	1,634	1,769	1,854	1,925	2,050	2,117	2,139	1,982	1,995	1,936	1,747	+8	+1
Lumber yards, building materials dealers ²	1,177	1,136	1,125	1,231	1,283	1,345	1,445	1,510	1,564	1,421	1,445	1,438	1,265	+10	+4
Lumber yards.....	878	852	836	917	962	1,014	1,098	1,134	1,141	1,067	1,066	1,059	951	+7	+1
Automotive group.....	1,329	1,276	1,349	1,401	1,408	1,456	1,510	1,462	1,458	1,418	1,470	1,421	1,432	+3	0
Passenger car dealers ³	877	834	897	947	936	943	1,011	944	944	935	986	933	939	+1	0
Passenger car dealers (franchised).....	821	775	830	867	861	869	910	878	875	867	916	864	872	+7	-1
Tire, battery, accessory dealers.....	422	412	422	429	442	479	500	485	481	448	443	447	459	+7	-1
Gasoline service stations.....	431	419	436	460	472	471	448	456	474	441	456	455	420	+7	+4
Other retail stores.....	2,099	2,101	2,134	2,241	2,297	2,293	2,224	2,291	2,242	2,051	2,005	2,106	2,248	+9	-2
CHARGE ACCOUNTS															
United States, total.....	6,842	6,586	6,658	7,032	7,202	7,147	7,157	7,264	7,288	6,977	7,153	7,223	7,441	+4	0
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,390	3,478	3,594	3,669	3,715	3,434	3,578	3,488	3,312	+8	+1
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,812	3,669	3,563	3,595	3,573	3,543	3,575	3,735	4,129	+1	-1
Food group.....	321	312	325	319	331	329	339	349	346	357	347	338	346	-3	-1
General merchandise group.....	1,034	928	873	890	918	885	846	839	855	877	881	958	1,185	-3	+2
Department stores and dry goods, general merchandise stores.....	942	838	782	793	821	781	745	740	756	771	787	856	1,087	-2	+2
Department stores.....	820	715	662	673	705	684	652	647	660	680	692	760	970	-3	+2
Apparel group.....	727	651	664	682	632	617	598	609	634	656	677	696	827	-3	+4
Furniture and appliance group.....	630	608	591	610	629	631	612	630	616	588	630	616	650	+5	-2
Furniture, home furnishings stores.....	477	454	440	461	483	475	464	480	478	451	468	455	477	+6	0
Lumber, building, hardware, farm equip. group.....	1,430	1,402	1,439	1,580	1,655	1,730	1,845	1,912	1,935	1,784	1,810	1,745	1,553	+8	+1
Lumber yards, building materials dealers ²	1,109	1,068	1,062	1,173	1,221	1,286	1,385	1,448	1,503	1,360	1,386	1,378	1,204	+11	+4
Lumber yards.....	823	798	787	873	915	968	1,051	1,089	1,096	1,022	1,023	1,014	903	+7	+1
Automotive group.....	745	713	754	795	817	813	844	809	822	800	854	820	796	+3	+2
Passenger car dealers (franchised).....	540	516	548	581	579	572	594	572	584	566	607	578	554	+3	+2
Gasoline service stations.....	419	410	427	451	463	461	438	447	463	429	445	445	409	+8	+4
INSTALLMENT ACCOUNTS															
United States, total.....	6,632	6,114	6,254	6,320	6,432	6,652	6,624	6,752	6,876	6,179	6,237	6,334	6,858	+11	+2
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,770	2,861	2,863	2,890	2,894	2,714	2,667	2,715	2,929	+7	0
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,662	3,791	3,761	3,862	3,982	3,465	3,570	3,619	3,929	+15	+3
General merchandise group.....	3,476	3,066	3,158	3,254	3,310	3,440	3,441	3,532	3,645	3,153	3,250	3,320	3,597	+16	+3
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,406	2,507	2,529	2,596	2,678	2,309	2,396	2,422	2,633	+16	+3
Department stores.....	2,284	1,970	2,033	2,115	2,148	2,230	2,252	2,324	2,390	2,078	2,155	2,174	2,370	+15	+3
Apparel group.....	271	262	268	268	260	262	239	246	250	237	249	234	263	+5	+2
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,438	1,400	1,393	1,396	1,421	1,331	1,352	1,394	1,480	+7	+2
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,092	1,068	1,064	1,075	1,102	1,017	1,032	1,080	1,159	+8	+3
Household appliance, TV, radio stores.....	319	326	321	333	346	332	329	321	319	314	320	314	321	+2	-1
Lumber, building, hardware, farm equip. group.....	189	185	195	189	199	195	205	205	204	198	185	191	194	+3	0
Automotive group.....	584	563	595	606	591	643	666	653	636	618	616	601	636	+3	-3
Tire, battery, accessory dealers.....	254	254	257	258	249	289	299	296	293	262	254	259	266	+12	-1

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

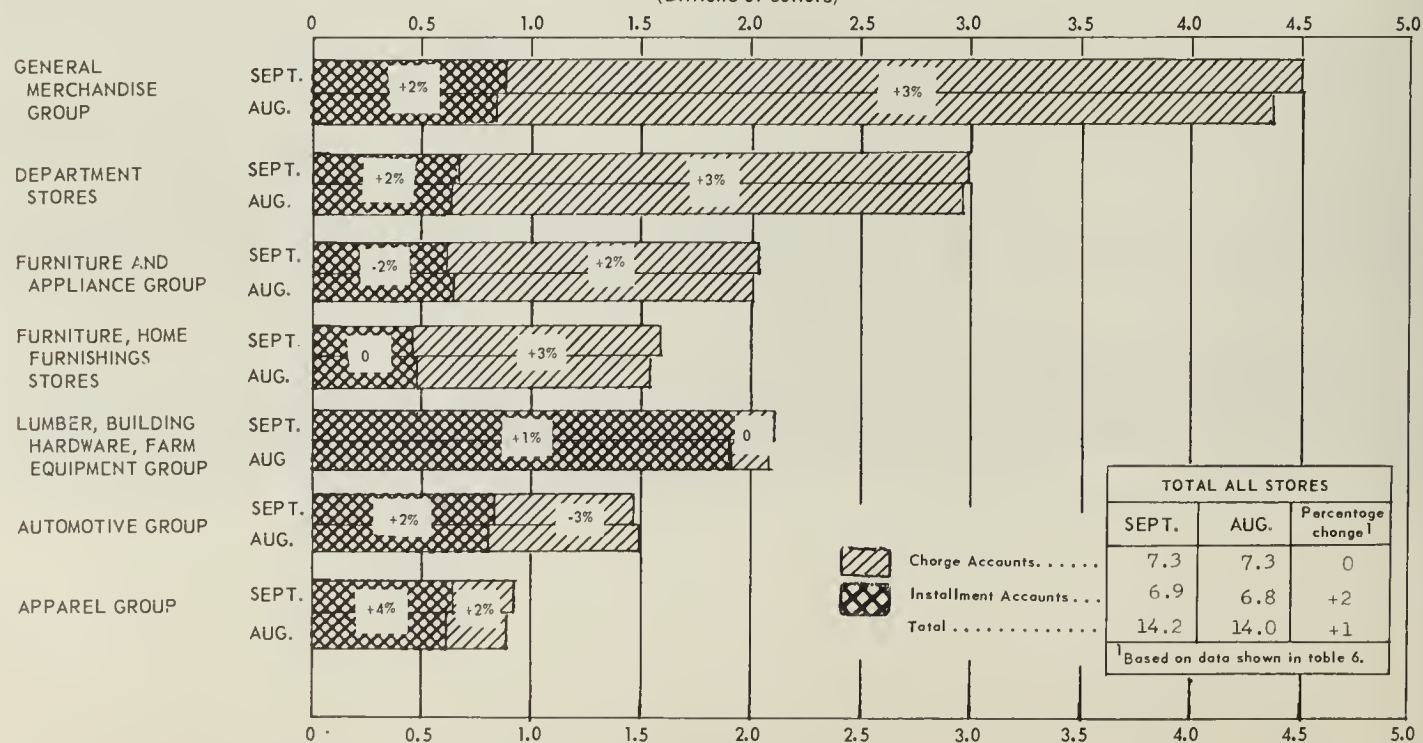
Kind of business	1963										1962				Percentage change, Sept. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Sept. 1963	Aug. 1962	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	4,688	4,198	4,267	4,377	4,468	4,606	4,605	4,789	4,917	4,308	4,421	4,524	4,894	+14	+3	
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,112	1,150	1,161	1,218	1,227	1,136	1,136	1,151	1,155	+8	+1	
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,274	3,356	3,456	3,444	3,571	3,690	3,172	3,285	3,373	3,739	+16	+3	
General merchandise group.....	3,162	2,733	2,778	2,873	2,953	3,058	3,065	3,187	3,302	2,823	2,914	3,000	3,316	+17	+4	
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,321	2,401	2,405	2,508	2,597	2,225	2,311	2,365	2,633	+17	+4	
Department stores.....	2,249	1,915	1,949	2,028	2,077	2,149	2,153	2,256	2,323	2,005	2,083	2,128	2,382	+16	+3	
Apparel group.....	234	216	224	230	224	227	215	215	226	194	203	205	251	+16	+5	
Furniture and appliance group.....	339	334	336	335	332	332	332	329	333	326	335	339	350	+2	+1	
Tire, battery, accessory dealers.....	264	259	257	264	268	299	307	306	304	278	271	271	280	+9	-1	
CHARGE ACCOUNTS																
United States, total.....	972	887	870	888	923	928	906	955	977	900	934	960	1,067	+9	+2	
Durable-goods stores, total.....	277	267	271	280	296	315	321	369	374	319	331	324	304	+17	+1	
Nondurable-goods stores, total.....	695	620	599	608	627	613	585	586	603	581	603	636	763	+4	+3	
General merchandise group.....	429	371	341	341	359	352	330	338	352	348	353	384	481	+1	+4	
Department stores and dry goods, general merchandise stores.....	392	336	306	306	323	310	289	295	307	307	316	347	440	0	+4	
Department stores.....	358	306	278	278	296	284	266	274	283	287	295	325	419	-1	+3	
Apparel group.....	113	99	103	108	105	106	107	99	108	92	96	97	124	+17	+9	
Furniture and appliance group.....	39	41	41	40	37	39	37	37	35	39	42	43	48	-10	-5	
INSTALLMENT ACCOUNTS																
United States, total.....	3,716	3,311	3,397	3,489	3,545	3,678	3,699	3,834	3,940	3,408	3,487	3,564	3,827	+16	+3	
Durable-goods stores, total.....	849	821	829	823	816	835	840	849	853	817	805	827	851	+4	0	
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,666	2,729	2,843	2,859	2,985	3,087	2,591	2,682	2,737	2,976	+19	+3	
General merchandise group.....	2,733	2,362	2,437	2,532	2,594	2,706	2,735	2,849	2,950	2,475	2,561	2,616	2,835	+19	+4	
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,998	2,091	2,116	2,213	2,290	1,918	1,995	2,018	2,193	+19	+3	
Department stores.....	1,891	1,609	1,671	1,750	1,781	1,865	1,887	1,982	2,040	1,718	1,788	1,803	1,963	+19	+3	
Apparel group.....	121	117	121	122	119	121	108	116	118	102	107	108	127	+16	+2	
Furniture and appliance group.....	300	293	295	295	295	293	295	292	298	287	293	296	302	+4	+2	

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--AUGUST AND SEPTEMBER 1963

(Billions of dollars)



NOTE: September data are based on preliminary estimates while August data are based on final estimates.

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Hesting, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.

X No range - upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL AND TRADING DAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JULY 1962--MAY 1964

Kind of business	1962					1963					1964												
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr. ¹	May ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
	All stores																						
United States, total.....	97.4	101.3	95.1	103.5	104.0	119.1	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.4	102.9	104.6	118.6	91.0	87.4	95.1	100.7	103.7
Durable-goods stores, total. Nondurable-goods stores, total.....	100.4	101.6	98.3	109.3	104.7	104.3	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.9	107.7	103.3	105.5	87.1	83.6	97.1	104.4	106.6
Food group.....	95.9	101.1	97.7	100.8	102.9	126.1	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.6	105.1	124.3	92.8	88.9	93.8	98.8	102.2
Grocery stores.....	97.9	103.1	98.9	101.2	101.2	106.7	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.2	103.7	103.0	99.6	97.0	95.8	97.2	104.6
Eating and drinking places.....	97.6	103.0	98.9	98.3	101.2	106.5	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	102.7	100.2	97.3	95.8	96.0	104.9
General merchandise group.....	109.8	111.6	103.8	102.0	98.2	100.4	90.1	83.8	94.3	96.3	103.8	105.4	109.0	111.8	103.8	101.7	98.1	100.1	90.8	86.9	93.6	96.4	104.0
Department stores.....	85.1	98.3	96.2	104.5	115.2	175.4	75.6	69.8	86.1	99.3	98.1	94.0	87.2	98.7	95.2	105.1	116.8	174.9	76.1	72.7	87.8	96.7	96.0
Variety stores.....	84.0	96.8	97.4	105.9	116.9	177.9	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	177.5	75.2	69.8	87.2	96.7	95.5
Mail order houses (department store merchandise).....	87.0	98.6	93.3	96.9	107.0	200.8	69.4	74.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	196.2	70.6	74.8	88.3	95.5	94.4
Apparel group.....	77.3	102.1	91.6	112.9	141.4	155.3	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	160.8	80.4	74.3	93.6	96.1	90.2
Men's, boys' wear stores.....	81.7	91.3	99.3	103.1	108.2	171.4	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.5	103.2	110.8	169.9	82.2	71.4	93.2	101.3	100.4
Women's apparel, accessory stores.	81.7	83.2	88.1	100.7	196.3	88.6	68.5	79.8	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	192.3	90.0	72.4	80.9	92.5	98.4
Shoe stores.....	80.9	90.8	98.6	103.6	108.6	170.0	81.7	70.7	92.6	108.3	102.8	89.5	82.2	92.9	96.4	104.7	109.9	168.1	82.0	74.3	96.4	102.6	102.7
Furniture and appliance group.....	87.0	99.3	111.1	100.1	95.9	132.7	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	130.5	79.7	72.3	101.0	114.4	104.1
Furniture, home furnishings stores	97.1	104.6	99.6	105.7	109.9	131.5	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.4	106.4	109.1	130.8	88.7	85.6	89.0	88.1	97.9
Household appliance, TV, radio stores.....	97.0	106.0	98.8	107.6	111.0	126.0	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	125.5	86.9	84.6	89.3	93.0	99.1
Lumber, building, hardware, farm equipment group.....	97.1	102.2	100.9	102.4	107.5	141.3	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	140.3	91.6	87.0	87.9	86.2	94.3
Lumber yards, building materials dealers.....	112.2	114.4	105.4	113.1	99.9	92.0	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.5	113.3	100.7	97.5	74.4	70.3	85.3	102.8	108.6
Hardware stores.....	114.6	120.9	106.7	118.0	105.3	85.7	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	87.0	73.5	69.7	84.9	102.4	106.5
Automotive group.....	103.9	102.8	98.7	100.0	97.8	130.0	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	129.1	79.8	72.9	85.8	104.5	116.1
Passenger car, other automotive dealers.....	98.2	97.0	97.9	110.2	104.5	92.0	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	90.5	NA	NA	NA	NA	NA	NA	NA	NA
Tire, battery, accessory dealers..	97.6	96.3	97.8	110.6	104.8	89.9	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	97.9	NA	NA	NA	78.7	76.1	NA	NA	NA
Gasoline service stations.....	107.7	107.8	95.1	104.2	99.0	123.4	77.3	72.7	88.4	103.0	107.4	110.5	111.2	103.0	94.6	103.0	100.8	122.9	90.0	86.4	101.2	106.0	106.0
Drug and proprietary stores.....	106.7	107.2	99.9	102.1	99.0	101.8	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.6	95.3	90.0	95.3	98.0	103.0
Liquor stores.....	96.7	98.1	95.6	97.8	96.8	129.9	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	128.9	96.7	98.5	97.0	96.5	100.2
	97.7	100.7	95.5	97.3	105.8	150.8	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	147.8	92.0	88.9	89.8	91.1	98.6
	Group II stores																						
United States, total.....	93.4	100.9	97.8	100.8	106.3	137.7	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.1	136.9	86.5	84.1	96.5	97.4	(2)
Grocery stores.....	94.3	101.9	97.4	96.7	103.1	106.9	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.4	92.7	98.6	106.2	102.1	102.0	98.2	96.0	97.5	
Eating and drinking places.....	105.6	106.6	102.2	101.9	99.4	100.0	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	99.9	92.6	90.6	98.2	98.8	
General merchandise group.....	86.2	99.3	96.0	122.6	115.4	176.1	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	116.1	175.5	74.7	71.2	86.7	97.0	
Department stores.....	86.1	98.0	97.0	106.5	114.2	171.1	74.5	67.0	88.2	98.4	99.6	97.5	88.3	99.8	96.1	107.3	114.5	170.8	74.7	69.7	87.2	99.3	
Variety stores.....	87.2	100.0	93.2	97.9	106.7	202.9	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	198.2	67.5	74.6	85.9	95.9	
Apparel group.....	79.8	91.4	100.5	102.7	109.1	170.6	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	111.3	168.0	73.4	67.8	95.8	106.4	
Men's, boys' wear stores.....	75.2	76.1	81.8	104.8	120.9	202.5	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	198.1	84.1	66.9	87.5	96.4	
Women's apparel, accessory stores.	80.4	92.4	99.1	102.8	111.5	179.1	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	176.7	70.4	68.4	94.6	103.7	
Shoe stores.....	84.3	91.8	108.9	98.5	97.1	142.7	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	140.0	77.1	72.6	100.0	114.5	
Tire, battery, accessory stores.....	107.4	105.8	92.9	103.0	99.9	131.1	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	130.7	75.7	74.4	84.4	100.0	
Drug and proprietary stores.....	94.7	94.1	93.6	94.8	97.9	164.4	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.2	92.4	93.8	95.1	96.2	

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the corresponding kinds of business. Adjusted data for the summary trade totals are approximations and may show small differences from published data.

¹ Factors reflect Easter adjustments, if any, that were made in this month.

² 1964 factors are presently available only through April 1964.

* 1964 factors are presently available only through April 1964.

† A special adjustment is made to the passenger car dealers estimates to reflect changes in timing of new model year introductions. The adjustment factors for September 1962 and 1963 have been revised to include the 1964 model introductions. Revisions to the adjustments for other months, if necessary, will be made in next month's publication.

NA Not available.

this month.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
All stores												
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62
Durable-goods stores, total.....	7.48	6.12	27.6	1.79	1.56	.87	1.79	2	2.25	1.49	9.54	3.24
Nondurable-goods stores, total.....	8.05	5.98	34.8	.68	.58	.35	1.66	2	1.82	1.63	31.00	3.42
Food group.....	5.88	2.39	9.6	.72	.61	.34	1.79	2	1.72	1.43	31.00	4.92
Grocery stores.....	6.03	2.22	9.0	.73	.63	.38	1.66	2	1.72	1.41	62.00	4.56
Eating and drinking places.....	5.23	3.69	20.1	.86	.78	.35	2.23	3	2.14	1.65	10.33	5.08
General merchandise group.....	17.39	15.30	101.8	1.34	1.24	.40	3.10	3	1.82	1.68	13.78	2.84
Department stores.....	17.62	15.98	105.1	1.63	1.50	.46	3.26	3	1.72	1.48	12.40	2.60
Variety stores.....	19.33	18.92	129.7	1.65	1.58	.47	3.36	4	1.77	1.55	15.50	5.04
Mail order houses (department store merchandise).....	16.33	14.40	84.0	2.15	2.10	.61	3.44	3	1.72	1.59	31.00	4.69
Apparel group.....	17.26	17.22	97.0	1.81	1.72	.47	3.66	4	1.63	1.55	13.78	4.17
Men's, boys' wear stores.....	22.06	20.24	120.5	2.68	2.43	.81	3.00	4	1.82	1.59	8.86	3.36
Women's apparel, accessory stores.....	18.56	16.67	91.5	1.84	1.75	.56	3.13	4	1.70	1.53	12.40	4.65
Shoe stores.....	19.07	17.62	57.7	2.66	2.57	.63	4.08	4	1.75	1.63	8.27	3.56
Furniture and appliance group.....	18.30	8.00	44.4	1.24	1.14	.50	2.28	3	1.91	1.43	13.78	4.88
Furniture, home furnishings stores.....	8.89	7.93	41.3	1.45	1.27	.57	2.23	3	2.14	1.48	13.78	4.52
Household appliance, TV, radio stores.....	9.86	8.87	51.9	1.78	1.60	.71	2.25	3	1.85	1.61	9.54	4.52
Lumber, building, hardware, farm equipment group.....	18.87	8.78	48.1	1.81	1.62	.59	2.75	4	2.00	1.77	8.27	3.90
Lumber yards, building materials dealers.....	9.04	8.58	45.2	1.89	1.71	.72	2.38	3	1.77	1.55	8.86	4.07
Hardware stores.....	12.43	10.92	53.1	1.68	1.58	.49	3.22	4	1.97	1.97	6.53	4.48
Automotive group ²	7.45	5.87	28.1	3.09	2.72	1.26	2.16	3	2.10	1.46	7.29	3.70
Passenger car, other automotive dealers.....	7.54	5.18	29.0	2.84	2.48	1.17	2.12	3	2.03	1.46	9.54	3.30
Tire, battery, accessory dealers.....	12.41	10.16	47.3	2.45	2.18	.94	2.32	3	1.91	1.61	9.54	3.94
Gasoline service stations.....	4.32	2.68	13.3	.85	.63	.52	1.21	2	2.10	1.65	62.00	4.24
Drug and proprietary stores.....	6.87	5.99	32.0	1.00	.85	.48	1.77	2	2.38	1.72	10.33	3.84
Liquor stores.....	11.76	9.15	59.8	1.27	1.12	.59	1.90	2	2.10	1.49	13.78	4.10
Group II stores												
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80
Grocery stores.....	7.95	2.26	9.6	1.06	.94	.54	1.74	2	1.91	1.43	41.33	4.24
Eating and drinking places.....	4.44	2.86	14.7	1.49	1.43	.61	2.34	3	2.32	2.08	13.67	5.76
General merchandise group.....	17.27	16.00	103.6	2.00	1.93	.75	2.57	3	1.63	1.63	14.88	3.77
Department stores.....	17.13	15.26	98.5	2.45	2.30	.71	3.24	3	1.66	1.46	12.30	3.18
Variety stores.....	20.32	20.07	134.6	1.64	1.62	.41	3.95	4	1.84	1.60	12.30	5.45
Apparel group.....	21.88	20.17	99.5	2.65	2.49	.72	3.46	4	1.70	1.53	9.15	4.00
Men's, boys' wear stores.....	26.73	24.88	132.5	4.72	4.75	1.07	4.44	5	2.28	2.12	9.46	7.93
Women's apparel, accessory stores.....	20.91	19.42	109.3	2.45	2.30	.62	3.71	4	1.89	1.81	10.25	5.00
Shoe stores.....	22.54	20.59	67.5	3.59	3.53	.62	5.69	6	1.62	1.58	11.18	7.87
Tire, battery, accessory dealers.....	14.32	13.58	61.5	2.85	2.71	.83	3.27	4	1.86	1.76	9.46	4.80
Drug and proprietary stores.....	10.52	9.39	60.6	1.64	1.46	.60	2.43	3	2.16	1.84	20.50	12.10

¹ For the group totals, measures shown refer to data after adjustment for trading days.

² Measures shown for passenger car dealers include an adjustment to eliminate the effect of the 1959 steel strike. The automotive group total has not been adjusted in this manner.

³ For the automotive group, measures shown refer to data before adjustment for trading days.

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc. New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

—
OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

monthly

RETAIL TRADE

AREA SALES SUPPLEMENT

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

For release
November 18, 1963

BR-63-9-Supp.

Retail Sales: September 1963

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, APRIL-SEPTEMBER 1963 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO; UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences.)

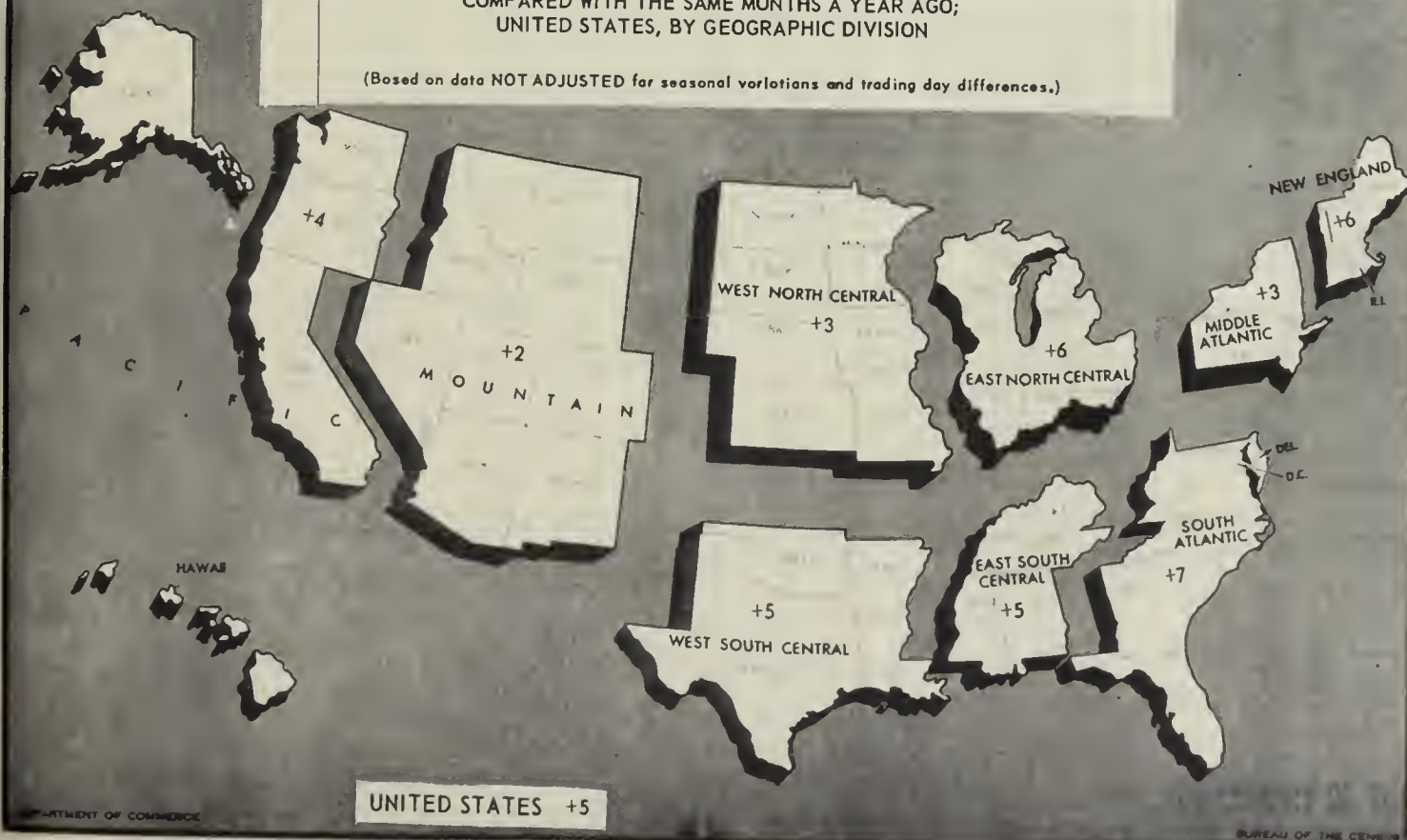


Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: SEPTEMBER 1962 TO SEPTEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1963									1962				Percentage change		
													Apr.-Sept. 1963 from--		Sept. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Apr.-Sept. 1962	Sept. 1962	Aug. 1963
UNITED STATES, TOTAL.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,236	18,863	20,576	20,911	24,127	+5	+2	-8
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,936	5,604	6,988	6,742	6,766	+7	+6	-9
Nondurable-goods stores, total..	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,300	13,259	13,588	14,169	17,361	+4	0	-8
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,717	4,823	4,803	4,917	5,237	+3	-2	-11
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,265	4,369	4,350	4,456	4,732	+3	-2	-12
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,534	1,513	1,485	1,445	1,479	+4	+1	-10
GAF ² , total.....	3,572	3,234	3,994	4,421	4,375	4,347	4,104	4,624	4,407	4,341	4,548	5,051	7,462	+5	+2	-5
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,465	2,292	2,232	2,372	2,711	4,119	+7	+3	-7
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,350	1,303	1,377	1,575	2,422	+7	+4	-5
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,148	1,193	1,214	1,320	2,127	0	-4	-2
Furniture and appliance group.....	830	781	838	854	934	933	965	992	967	916	962	1,020	1,216	+7	+6	-3
Lumber, bldg., hdve., farm equip. gp.	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,437	1,343	1,420	1,271	1,190	+3	+7	-2
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,940	2,808	4,082	3,869	3,434	+8	+5	-17
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,593	1,564	1,604	1,561	1,629	+3	+2	-8
Drug and proprietary stores.....	649	641	667	652	676	664	660	680	656	632	647	660	880	+2	+4	-4
THE NORTHEASTERN STATES, TOTAL.....	4,752	4,366	5,018	5,274	5,494	5,287	5,213	5,174	4,861	4,762	5,208	5,471	6,294	+4	+2	-6
Durable-goods stores, total.....	1,327	1,194	1,454	1,672	1,760	1,632	1,598	1,370	1,262	1,214	1,599	1,606	1,574	+6	+4	-8
Nondurable-goods stores, total..	3,425	3,172	3,564	3,602	3,734	3,655	3,615	3,804	3,599	3,548	3,609	3,865	4,720	+4	+1	-5
Food group.....	1,326	1,263	1,394	1,310	1,422	1,381	1,434	1,482	1,320	1,341	1,322	1,383	1,453	+3	-2	-11
Grocery stores.....	1,114	1,059	1,173	1,092	1,189	1,153	1,167	1,243	1,094	1,121	1,104	1,160	1,210	+3	-2	-12
Eating and drinking places.....	407	376	425	439	477	493	507	524	479	474	459	441	451	+2	+1	-12
GAF ² , total.....	1,000	879	1,085	1,222	1,220	1,218	1,104	1,222	1,214	1,218	1,290	1,457	2,080	+2	0	-1
General merchandise group.....	421	380	485	549	554	567	508	572	561	546	586	683	1,028	+5	+3	-2
Department stores.....	258	226	302	345	344	353	298	342	348	329	356	419	648	+7	+6	+2
Apparel group.....	335	273	361	425	389	390	320	362	389	389	401	446	679	-1	0	+7
Furniture and appliance group.....														+1	-7	-8
Lumber, bldg., hdve., farm equip. gp.	281	259	292	296	304	305	325	322	303	300	303	295	298	+2	+1	-6
Gasoline service stations.....	149	146	150	148	151	152	154	159	152	146	150	151	193	+3	+4	-4
Drug and proprietary stores.....																
THE NORTH CENTRAL STATES, TOTAL.....	5,242	4,913	5,674	6,110	6,294	6,216	6,110	6,269	5,778	5,700	6,305	6,316	7,082	+5	+1	-8
Durable-goods stores, total.....	1,583	1,534	1,844	2,102	2,138	2,150	2,132	2,028	1,869	1,740	2,226	2,097	2,018	+9	+7	-8
Nondurable-goods stores, total..	3,659	3,379	3,830	4,008	4,156	4,066	3,978	4,241	3,909	3,960	4,079	4,219	5,064	+3	-1	-8
Food group.....	1,326	1,251	1,371	1,303	1,411	1,401	1,368	1,456	1,300	1,349	1,327	1,375	1,469	+2	-4	-11
Grocery stores.....	1,219	1,152	1,268	1,194	1,289	1,281	1,256	1,335	1,189	1,229	1,208	1,255	1,339	+2	-3	-11
Eating and drinking places.....	390	369	415	435	473	480	491	507	458	462	457	437	436	+6	-1	-10
GAF ² , total.....	995	906	1,150	1,287	1,264	1,269	1,197	1,363	1,324	1,272	1,337	1,478	2,139	+8	+4	-3
General merchandise group.....	533	497	648	731	717	723	661	783	742	733	764	875	1,285	+7	+1	-5
Department stores.....	310	279	375	419	423	410	387	458	446	435	449	512	776	+7	+3	-3
Apparel group.....	248	205	277	320	298	286	257	298	284	300	313	338	535	+2	-5	-5
Furniture and appliance group.....	214	204	225	236	249	260	279	282	298	239	260	265	319	+18	+25	+6
Lumber, bldg., hdve., farm equip. gp.	304	301	385	496	519	535	535	555	582	523	552	492	448	+5	+11	+5
Automotive group.....	940	904	1,103	1,244	1,217	1,206	1,177	1,045	828	818	1,256	1,166	1,001	+8	+1	-21
Gasoline service stations.....	523	455	489	511	526	531	541	547	505	502	533	512	540	+3	+1	-8
Drug and proprietary stores.....	196	192	202	192	199	193	198	203	197	193	197	206	273	+2	+2	-3
THE SOUTH, TOTAL.....	4,933	4,685	5,398	5,544	5,691	5,523	5,443	5,697	5,113	4,984	5,393	5,423	6,391	+6	+3	-10
Durable-goods stores, total.....	1,685	1,649	1,878	1,971	2,038	1,972	1,911	1,879	1,664	1,587	1,905	1,819	1,915	+8	+5	-11
Nondurable-goods stores, total..	3,248	3,036	3,520	3,573	3,653	3,551	3,532	3,818	3,449	3,397	3,488	3,604	3,476	+5	+2	-10
Food group.....	1,225	1,147	1,311	1,235	1,347	1,316	1,325	1,428	1,252	1,269	1,282	1,290	1,382	+5	-1	-12
Grocery stores.....	1,171	1,093	1,254	1,173	1,280	1,251	1,259	1,360	1,192	1,215	1,227	1,234	1,320	+4	-2	-12
Eating and drinking places.....	282	269	307	316	329	329	344	351	312	307	306	299	308	+3	+2	-11
GAF ² , total.....	938	862	1,073	1,176	1,139	1,114	1,070	1,231	1,124	1,105	1,136	1,252	1,925	+4	+2	-9
General merchandise group.....	467	437	568	613	593	584	553	647	578	546	576	648	1,026	+8	+6	-11
Department stores.....	234	210	288	291	288	290	273	319	288	281	301	343	523	+3	+2	-10
Apparel group.....	258	225	290	347	305	284	277	333	310	320	325	355	589	0	-3	-7
Furniture and appliance group.....	213	200	215	216	241	246	240	251	236	239	235	249	310	+1	-1	-6
Lumber, bldg., hdve., farm equip. gp.	266	265	333	387	388	358	365	361	333	350	371	326	302	-1	-5	-6
Automotive group.....	1,086	1,067	1,208	1,244	1,256	1,224	1,169	1,119	939	859	1,172	1,099	1,064	+12	+9	-16
Gasoline service stations.....	441	412	455	459	474	480	497	514	473	456	457	445	473	+4	+4	-8
Drug and proprietary stores.....	175	178	184	181	187	182	175	179	173	165	169	171	218	+2	+5	-3
THE WEST, TOTAL.....	3,334	3,123	3,563	3,590	3,749	3,711	3,774	3,878	3,484	3,417	3,670	3,701	4,360	+4	+2	-10
Durable-goods stores, total.....	1,100	1,055	1,207	1,237	1,303	1,290	1,335	1,279	1,141	1,063	1,258	1,220	1,259	+4	+7	-11
Nondurable-goods stores, total..	2,234	2,068	2,356	2,353	2,446	2,421	2,439	2,599	2,343	2,354	2,412	2,481	3,101	+3	0	-10
Food group.....	861	806	900	829	886	859	876	952	845	864	872	869	933	+2	-2	-11
Grocery stores.....	799	744	836	764	820	798	820	890	790	804	811	807	863	+2	-2	-11
Eating and drinking places.....	255	240	274	273	283	290	304	316	285	270	263	268	284	+7	+6	-10
GAF ² , total.....	639	587	686	736	752	746	733	808	745	746	785	864	1,318	+5	0	-8
General merchandise group.....	335	313	374	406	414	413	407	463	411	407	446	505	780	+7	+1	-11
Department stores.....														+8	+4	-11
Apparel group.....	145	123	153	176	171	167	156	174	165	184	175	181	324	0	-10	-5
Furniture and appliance group.....														+8	+9	-6
Gasoline service stations.....														+3	+2	-10
Drug and proprietary stores.....														0	+5	-4

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: SEPTEMBER 1962 TO SEPTEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day day differences.)

Geographic division and kind of business	1963									1962				Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Apr.-Sept. 1963 from--		Sept. 1963 from--
														Apr.-Sept. 1962	Sept. 1962	Aug. 1963
New England Division, total.....	1,207	1,074	1,196	1,278	1,348	1,311	1,311	1,332	1,180	1,153	1,237	1,346	1,569	+6	+2	-11
Durable-goods stores.....	348	302	355	438	472	449	423	399	326	300	372	389	409	+12	+9	-18
Nondurable-goods stores.....	859	772	841	840	876	862	888	933	854	853	865	957	1,160	+4	0	-8
Food group.....	330	305	337	315	345	338	368	370	320	327	319	348	358	+4	-2	-14
CAF ² , total.....	228	194	231	270	272	272	242	284	254	275	283	325	470	-2	-8	-11
General merchandise group.....														+1	-7	-14
Middle Atlantic Division, total....	3,545	3,292	3,822	3,996	4,146	3,976	3,902	3,842	3,681	3,609	3,971	4,125	4,725	+3	+2	-4
Durable-goods stores.....	979	892	1,099	1,234	1,288	1,183	1,175	971	936	914	1,227	1,217	1,165	+3	+2	-4
Nondurable-goods stores.....	2,566	2,400	2,723	2,762	2,858	2,793	2,727	2,871	2,745	2,695	2,744	2,908	3,560	+3	+2	-4
CAF ² , total.....	772	685	854	952	948	946	862	938	960	943	1,007	1,132	1,610	+4	+2	+2
General merchandise group.....	325	296	380	426	431	439	393	435	443	419	454	526	793	+7	+6	+2
East North Central Division, total.	3,724	3,481	4,013	4,302	4,427	4,366	4,289	4,424	4,072	3,957	4,386	4,447	5,031	+6	+3	-8
Durable-goods stores.....	1,088	1,045	1,255	1,451	1,470	1,478	1,474	1,388	1,258	1,139	1,494	1,419	1,363	+11	+10	-9
Nondurable-goods stores.....	2,636	2,436	2,758	2,851	2,957	2,888	2,815	3,036	2,814	2,818	2,892	3,028	3,668	+3	0	-7
Food group.....	988	932	1,024	968	1,049	1,035	1,007	1,080	966	983	971	1,020	1,094	+3	-2	-11
CAF ² , total.....	720	658	834	932	920	922	869	1,001	981	911	956	1,077	1,567	+9	+8	-2
General merchandise group.....	378	359	463	517	515	519	472	565	543	520	541	637	928	+7	+4	-4
West North Central Division, total.	1,518	1,432	1,661	1,808	1,867	1,850	1,821	1,845	1,706	1,743	1,919	1,869	2,051	+3	-2	-8
Durable-goods stores.....	495	489	589	651	668	672	658	640	611	601	732	678	655	+3	+2	-5
Nondurable-goods stores.....	1,023	943	1,072	1,157	1,199	1,178	1,163	1,205	1,095	1,142	1,187	1,191	1,396	+4	-4	-9
Food group.....	338	319	347	335	362	366	361	376	334	366	356	355	375	-1	-9	-11
CAF ² , total.....	275	248	316	355	344	347	328	362	343	361	381	401	572	+5	-5	-5
General merchandise group.....	155	138	185	214	202	204	189	218	199	213	223	238	357	+6	-7	-9
South Atlantic Division, total....	2,460	2,293	2,646	2,734	2,776	2,700	2,637	2,765	2,452	2,374	2,618	2,699	3,206	+7	+3	-11
Durable-goods stores.....	810	769	888	950	967	936	908	876	767	704	893	865	913	+11	+9	-12
Nondurable-goods stores.....	1,650	1,524	1,758	1,784	1,809	1,764	1,729	1,889	1,685	1,670	1,725	1,834	2,293	+4	+1	-11
CAF ² , total.....	495	449	557	597	565	565	533	617	569	552	568	645	1,009	+5	+3	-8
General merchandise group.....	254	235	307	322	306	304	283	334	296	276	294	340	543	+9	+7	-11
East South Central Division, total.	898	853	992	1,039	1,061	1,019	994	1,062	973	943	996	999	1,205	+5	+3	-8
Nondurable-goods stores.....	583	551	648	670	694	648	651	707	660	631	647	661	831	+6	+5	-7
Food group.....														+9	+2	-11
CAF ² , total.....	165	158	204	228	224	210	202	234	223	213	216	233	360	+4	+5	-5
General merchandise group.....	84	81	109	121	117	113	109	124	116	108	113	122	198	+9	+7	-6
West South Central Division, total.	1,575	1,539	1,760	1,771	1,854	1,804	1,812	1,870	1,688	1,667	1,779	1,725	1,980	+5	+1	-10
Durable-goods stores.....																-10
Nondurable-goods stores.....	1,015	961	1,114	1,119	1,150	1,139	1,152	1,222	1,104	1,096	1,116	1,109	1,352	+5	+1	-10
Food group.....														+7	+1	-11
CAF ² , total.....	278	255	312	351	350	339	335	380	332	340	352	374	556	+3	-2	-13
General merchandise group.....	129	121	152	170	170	167	161	189	166	162	169	186	285	+5	+2	-12
Mountain Division, total.....	730	690	833	850	877	878	944	942	840	798	807	796	946	+2	+5	-11
Nondurable-goods stores.....	501	468	566	568	581	578	596	625	556	555	551	557	680	+1	0	-11
Food group.....														-2	-2	-10
CAF ² , total.....	120	113	133	147	153	147	149	164	149	145	153	160	252	+3	+3	-9
General merchandise group.....	61	60	72	84	88	83	82	95	80	77	84	91	147	+5	+4	-16
Pacific Division, total.....	2,604	2,433	2,730	2,740	2,872	2,833	2,830	2,936	2,644	2,619	2,863	2,905	3,414	+4	+1	-10
Durable-goods stores.....	871	833	940	955	1,007	990	987	962	857	820	1,002	981	993	+4	+5	-11
Nondurable-goods stores.....	1,733	1,600	1,790	1,785	1,865	1,843	1,843	1,974	1,787	1,799	1,861	1,924	2,421	+4	-1	-9
Food group.....	665	623	690	636	683	658	673	733	647	661	667	669	720	+3	-2	-12
CAF ² , total.....	519	474	553	589	599	599	584	644	596	601	632	704	1,066	+6	-1	-7

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to Table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: SEPTEMBER 1962 TO SEPTEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1963									1962				Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Apr.-Sept. 1963 from-- Apr.-Sept. 1962	Sept. 1963 from--	
															Sept. 1962	Aug. 1963
California.....	2,009	1,898	2,111	2,113	2,204	2,156	2,140	2,192	1,974	1,980	2,206	2,251	2,631	+4	0	-10
Illinois.....	1,100	1,026	1,203	1,275	1,290	1,235	1,193	1,234	1,164	1,150	1,262	1,316	1,528	+3	+1	-6
Massachusetts.....	603	535	595	624	662	636	606	607	556	551	595	672	785	+5	+1	-8
Michigan.....	805	745	846	909	947	936	945	953	841	856	960	963	1,073	+5	-2	-12
New Jersey.....	670	635	744	770	780	752	749	717	679	664	739	762	856	+5	+2	-5
New York.....	1,825	1,690	1,921	1,996	2,075	1,992	1,940	1,949	1,898	1,847	2,022	2,107	2,441	+4	+3	-3
Ohio.....	920	871	1,006	1,072	1,100	1,087	1,088	1,135	1,075	996	1,116	1,135	1,268	+6	+8	-5
Pennsylvania.....	1,050	967	1,157	1,230	1,291	1,232	1,213	1,176	1,104	1,098	1,210	1,256	1,428	+2	+1	-6
Texas.....	959	959	1,084	1,097	1,149	1,104	1,088	1,130	1,018	1,033	1,095	1,061	1,199	+3	-1	-10

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: SEPTEMBER 1962 TO SEPTEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1963									1962				Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Apr.-Sept. 1963 from-- Apr.-Sept. 1962	Sept. 1963 from--	
															Sept. 1962	Aug. 1963
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	767	731	878	915	913	884	837	869	813	823	905	947	1,104	+2	-1	-6
GAP ³							C							+6	+6	-2
New York-Northeastern N.J., total.....	1,661	1,550	1,768	1,813	1,864	1,778	1,693	1,693	1,645	1,611	1,797	1,861	2,147	+5	+2	-3
GAP ³	396	343	424	463	457	461	413	445	491	466	505	552	767	+4	+5	+10
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	706	669	808	843	841	810	765	797	748	759	831	872	1,025	+2	-1	-6
GAP ³							C							+7	+7	-2
Detroit, Mich., total.....							C							+6	-8	-12
GAP ³							C							+8	+8	+2
Los Angeles, Calif., total.....	923	847	947	945	978	953	965	989	887	887	1,014	1,035	1,232	+4	0	-10
GAP ³							C							+7	+1	-8
New York, N. Y., total.....	1,195	1,106	1,240	1,270	1,312	1,250	1,204	1,220	1,198	1,164	1,288	1,342	1,568	+4	+3	-2
GAP ³							C							+4	+6	+12
Philadelphia, Pa., total.....							C							+2	+3	-5
GAP ³							C							+2	+5	+8

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent
change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
B = 3.6 to 7.0 percent
C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
b = 1.6 to 3.0 percent
c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAP, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL
AREA: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD
METROPOLITAN STATISTICAL AREA: Lake, Porter
counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL
AREA: New York City and Nassau, Rockland, Suffolk,
and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATIS-
TICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL
AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOL-
ITAN STATISTICAL AREA: Bergen and Passaic
counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties,
Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and
Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland,
Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware,
Montgomery, and Philadelphia counties, Pa.;
Burlington, Camden, and Gloucester counties,
N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS
FIRST CLASS MAIL

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

81
n33/rs 2

Comm



FOR RELEASE
DECEMBER 11, 1963

BR-63-10

Retail Sales and End-of-Month Accounts Receivable: October 1963

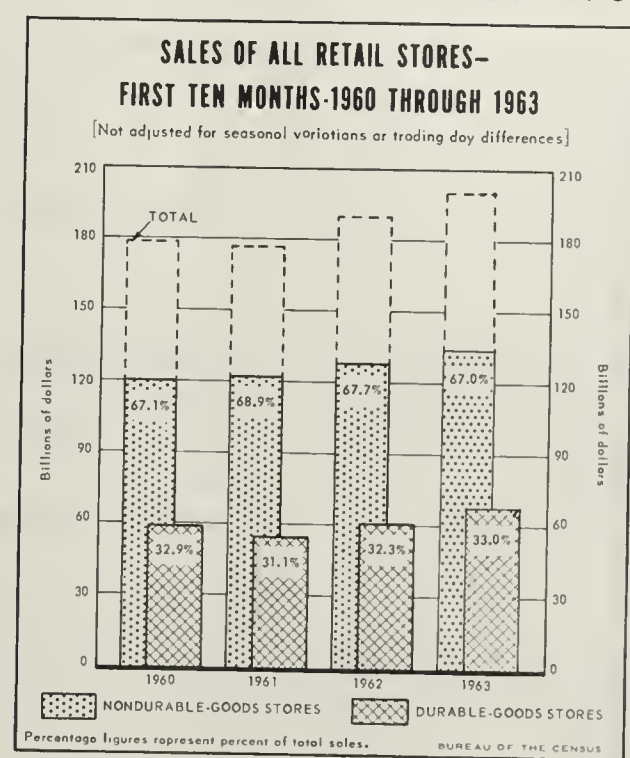
SALES

Total sales of all retail stores in the United States during October 1963 were estimated at \$21.6 billion, 12 percent above the sales estimated for September 1963 and 5 percent above October 1962. After adjustment for seasonal variations and trading day differences but not for price changes, October 1963 sales were estimated at \$20.8 billion, 2 percent above the previous month and 5 percent above the corresponding month in 1962. Adjusted sales of durable-goods stores in October 1963 increased 5 percent from the previous month and were 9 percent above October 1962. Adjusted sales of nondurable-goods stores in October 1963 were virtually unchanged from the previous month and were 3 percent above October 1962.

Based on adjusted data, sales in the durable-goods stores category reflected month-to-month increases in the automotive group (+7%), furniture and appliance group (+4%), and the lumber, building, hardware, farm equipment group (+2%). In the nondurable goods stores category, month-to-month increases were reported by eating and drinking places (+4%) and the food group (+1%) while the apparel and general merchandise groups each declined (-3%).

A comparison of adjusted sales for October 1963 with the adjusted sales for October 1962 shows increases for all kind-of-business groups except for the apparel group which declined (-1%). In the durable-goods stores category, the largest increase was reported by the furniture and appliance group (+13%). In the nondurable-goods stores category the largest increase was shown by eating and drinking places (+5%).

Cumulative sales of all retail stores for the first ten months of 1963 amounted to \$199.9 billion, an increase of 5 percent from the \$190.3 billion estimated for the similar period in 1962. On an adjusted basis all major business groups show sales increases with the automotive group reporting the largest increase (+8%) followed by the furniture and appliance group (+7%), general merchandise group (+6%), and eating and drinking places (+5%).



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$14.2 billion in total accounts receivable balances owed by customers as of October 31, 1963. This amount was 1 percent higher than the \$14.0 billion reported as of September 30, 1963, and about 6 percent higher than the \$13.4 billion outstanding at the end of October a year ago. The increase in total credit balances from September 1963, based on data not adjusted for seasonal variations, reflected a 1 percent increase in installment account balances and a 2 percent increase in charge account balances. Compared with October a year ago, installment balances increased 10 percent, while charge balances increased 3 percent.

Total receivable balances of durable-goods stores as of October 31, 1963 were 1 percent higher than balances for the previous month and 6 percent higher than those outstanding at the end of October 1962. Nondurable-goods stores reported a 2 percent increase in total credit outstanding from the September 30, 1963 total, and a 6 percent increase over the total outstanding for the end of October 1962.

THE BUREAU OF THE CENSUS
JAN 3 1964

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES 1953-1963

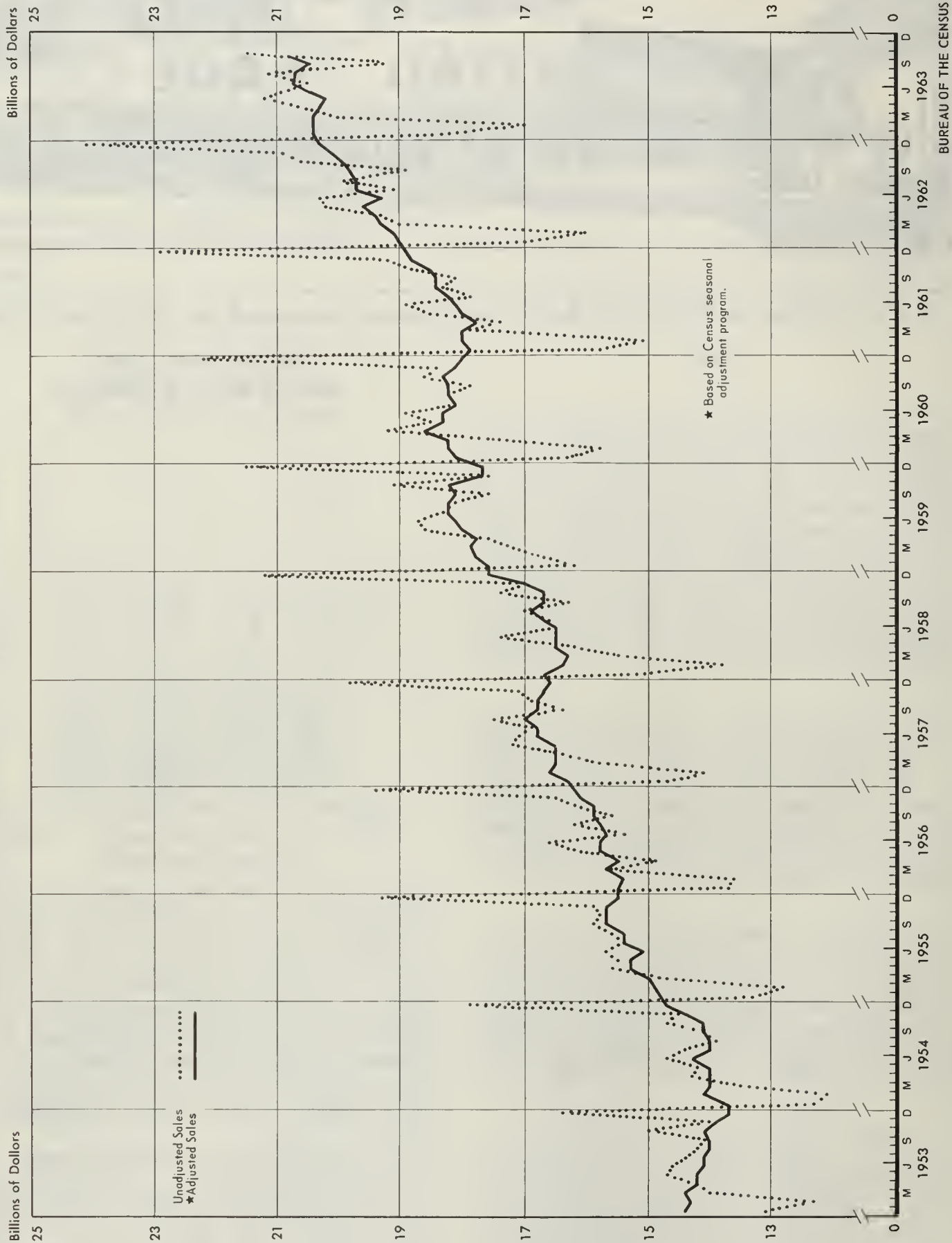


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1963

(Millions of dollars)

Kind of business	1963										1962			Total 10 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,564	20,576	20,911	24,127	199,873	190,313
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,586	6,988	6,742	6,766	65,892	61,434
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,978	13,588	14,169	17,361	133,981	128,879
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,928	4,803	4,917	5,237	48,814	47,455
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,461	4,350	4,456	4,732	44,195	42,936
Meat markets.....	124	120	126	123	132	124	131	132	118	124	124	127	134	1,254	1,231
Bakery products stores.....	90	83	93	90	90	90	86	93	91	97	95	97	102	903	874
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,563	1,485	1,445	1,479	15,059	14,381
Eating places.....	920	859	982	1,027	1,098	1,127	1,159	1,202	1,070	1,095	1,030	994	1,010	10,539	10,019
Restaurants, cafeterias, lunchrooms.....	775	726	818	839	882	896	925	972	870	903	849	825	843	8,606	8,185
Drinking places.....	414	395	439	436	464	465	487	496	456	468	455	451	469	4,520	4,362
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,465	2,295	2,455	2,372	2,711	4,119	21,666	20,376
Department stores and dry goods, general merchandise stores.....	1,260	1,134	1,492	1,636	1,638	1,168	1,524	1,769	1,657	1,751	1,724	1,959	2,972	15,029	14,536
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,351	1,419	1,575	2,422	2,422	12,504	11,785
Variety stores.....	259	274	320	384	361	357	341	390	354	388	360	400	751	3,428	3,306
Mail order houses (department store merchandise).....	139	130	159	169	166	150	157	192	181	208	183	245	267	1,651	1,512
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,205	1,214	1,320	2,127	10,994	10,891
Men's, boys' wear stores ²	204	160	186	224	218	239	200	209	203	221	226	258	467	2,064	2,015
Men's, boys' clothing, furnishings stores.....	197	155	180	216	211	233	194	203	197	212	217	250	456	1,998	1,964
Women's apparel, accessory stores ³	377	326	428	482	460	421	390	446	448	475	468	513	801	4,253	4,162
Women's ready-to-wear stores.....	329	286	382	424	402	372	342	394	399	420	413	450	698	3,750	3,634
Family clothing stores.....	190	157	212	247	229	224	196	238	231	251	248	280	465	2,175	2,175
Shoe stores.....	169	147	205	259	210	202	179	212	214	198	212	209	305	1,995	2,048
Furniture and appliance group.....	830	781	838	854	934	933	965	992	980	1,091	962	1,020	1,216	9,198	8,578
Furniture, home furnishings stores.....	517	502	543	574	612	599	608	651	647	724	627	658	745	5,977	5,594
Furniture stores.....	374	356	387	404	448	443	455	496	476	526	462	478	563	4,365	4,085
Household appliance, TV, radio stores.....	313	279	295	280	322	334	357	341	333	367	335	362	471	3,221	2,984
Household appliance dealers.....	228	201	211	206	240	252	271	256	247	267	250	270	346	2,379	2,313
Lumber, building, hardware, farm equipment group.....	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,521	1,420	1,271	1,190	12,998	12,607
Lumber yards, building materials dealers ⁴	520	493	604	748	828	819	876	911	842	897	846	760	609	7,538	7,369
Lumber yards.....	347	324	398	498	551	555	600	632	582	608	560	500	398	5,095	4,840
Hardware stores.....	175	156	191	229	240	231	224	227	213	222	222	216	312	2,108	2,100
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,372	4,082	3,869	3,434	38,305	35,491
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,033	4,060	3,865	3,746	3,288	2,779	4,134	3,850	3,641	3,139	36,094	33,346
Passenger car dealers ⁵	3,215	3,043	3,608	3,871	3,905	3,715	3,608	3,151	2,677	4,032	3,736	3,542	3,053	34,825	32,153
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,546	3,570	3,404	3,313	2,883	2,402	3,741	3,404	3,229	2,784	31,823	28,963
Tire, battery, accessory dealers.....	178	161	194	229	241	261	257	241	211	238	232	228	295	2,211	2,145
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,642	1,604	1,561	1,629	16,020	15,455
Other retail stores.....	2,669	2,542	2,665	2,762	2,876	2,639	2,621	2,657	2,601	2,787	2,634	2,797	3,696	26,891	25,079
Drug and proprietary stores.....	649	641	667	652	676	664	660	680	647	667	647	660	880	6,603	6,492
Drug stores.....	630	623	647	632	655	640	636	655	622	641	623	636	848	6,381	6,258
Liquor stores.....	409	386	427	429	458	450	474	489	437	465	447	488	700	4,424	4,213
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	20,387	20,374	20,350	20,276	20,200	20,486	20,719	20,666	20,426	20,751	19,837	20,112	20,253	204,635	194,744
Durable-goods stores, total.....	6,624	6,524	6,576	6,646	6,512	6,630	6,773	6,562	6,606	6,929	6,353	6,437	6,488	66,482	61,881
Nondurable-goods stores, total.....	13,763	13,750	13,774	13,630	13,688	13,856	13,946	14,104	13,820	13,822	13,484	13,675	13,765	138,153	132,863
Food group.....	4,924	4,894	4,853	4,864	4,890	4,923	5,030	4,996	4,897	4,961	4,881	4,860	4,908	49,232	47,916
Grocery stores.....	4,463	4,433	4,399	4,400	4,414	4,456	4,540	4,527	4,441	4,496	4,427	4,401	4,445	44,569	43,347
Eating and drinking places.....	1,480	1,496	1,507	1,518	1,504	1,511	1,497	1,519	1,470	1,536	1,456	1,471	1,473	15,038	14,350
General merchandise group.....	2,324	2,332	2,409	2,301	2,322	2,434	2,441	2,497	2,411	2,338	2,270	2,354	2,348	23,809	22,373
Department stores.....	1,343	1,344	1,410	1,321	1,345	1,427	1,418	1,465	1,398	1,335	1,300	1,347	1,361	13,806	12,995
Variety stores.....	373	376	378	377	380	389	385	387	386	400	371	374	374	3,831	3,699
Mail order houses (department store mdse.)..	174	174	180	177	169	186	196	198	190	182	162	173	172	1,826	1,674
Apparel group.....	1,222	1,209	1,207	1,166	1,156	1,179	1,214	1,259	1,204	1,162	1,178	1,220	1,241	11,978	11,838
Men's, boys' wear stores ²	231	234	233	233	221	222	239	247	238	220	226	233	238	2,318	2,260
Women's apparel, accessory stores ³	461	460	462	443	447	471	475	480	465	454	452	472	471	4,618	4,512
Shoe stores.....	217	215	219	203	203	199	202	209	198	197	211	218	230	2,062	2,111
Furniture and appliance group.....	938	953	940	945	938	935	979	939	985	1,024	910	928	925	9,576	8,943
Furniture, home furnishings stores.....	599	616	607	617	598	611	613	611	648	671	583	592	592	6,191	5,804
Household appliance, TV, radio stores.....	339	337	333	328	340	324	366	328	337	353	327	336	333	3,385	3,139
Lumber, building, hardware, farm equipment group.....	1,278	1,273	1,289	1,290	1,238	1,263	1,262	1,299	1,318	1,346	1,256	1,272	1,293	12,956	12,475
Lumber yards, building materials dealers ⁴	721	718	722	736	738	750	746	771	761	764	717	721	710	7,427	7,284
Hardware stores.....	225	221	220	221	202	212	212	221	214	222	222	221	240	2,170	2,156
Automotive group.....	3,854	3,820	3,764	3,824	3,740	3,843	3,940	3,733	3,717	3,966	3,666	3,704	3,731	38,201	35,299
Passenger car, other automotive dealers.....	3,624	3,598	3,544	3,602	3,515	3,607	3,709	3,512	3,495	3,735	3,443	3,474	3,492	36,141	33,101
Tire, battery, accessory dealers.....	230	222	220	222	225	236	231	221	222	231	223	230	239	2,260	2,198
Gasoline service stations.....	1,627	1,611	1,618	1,594	1,581	1,584	1,602	1,612	1,605	1,611	1,571	1,577	1,606	16,045	15,474
Drug and proprietary stores.....	670	683	678	677	678	674	674	685	688	683	662	682	677	6,704	6,674
Liquor stores.....	456	457	458	471	469	475	481	476	466	477	459	462	462	4,686	4,468

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing; furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

A special adjustment is made to the passenger car dealer estimates to reflect changes in timing of new model year introductions. The adjustment factors for October 1962 and 1963 have been revised to include the 1964 model introductions.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	October 1963 from--		10 mos. 1963 from 10 mos. 1962		October 1963 from--		10 mos. 1963 from 10 mos. 1962
	Oct. 1962	Sept. 1963			Oct. 1962	Sept. 1963	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+5	+12	+5	Furniture and appliance group.....	+13	+11	+7
				Furniture stores.....	+14	+11	+7
Durable-goods stores, total.....	+9	+26	+7	Floor coverings stores*.....	+35	+13	+19
Nondurable-goods stores, total.....	+3	+5	+4	Household appliance, TV, radio stores.....	+10	+10	+8
				Household appliance stores.....	+7	+8	+3
				TV, radio stores*.....	+20	+17	+26
Food group.....	+3	+5	+3	Lumber, building, hardware, farm equipment group.....	+7	+6	+3
Grocery stores.....	+3	+5	+3	Lumber, building materials dealers.....	+6	+7	+2
Meat markets.....	0	+5	+2	Lumber yards.....	+9	+4	+5
Fruit stores, vegetable markets*.....	+15	-7	+10	Paint, glass, wallpaper stores*.....	+16	+7	+9
Candy, nut, confectionery stores*.....	-8	+4	-4	Heating and plumbing equipment dealers*.....	-4	+4	-10
Bakery products stores.....	+2	+7	+3	Hardware stores.....	0	+4	0
Delicatessen stores*.....	+8	+4	+3	Farm equipment dealers*.....	+14	+7	+7
Eating and drinking places.....	+5	+2	+5	Automotive group.....	+7	+46	+8
Eating places.....	+6	+2	+5	Passenger car dealers.....	+8	+51	+8
Restaurants, cafeterias, lunchrooms.....	+6	+4	+5	Passenger car dealers (franchised).....	+10	+56	+10
Drinking places.....	+3	+3	+4	Tire, battery, accessory dealers.....	+3	+13	+3
General merchandise group.....	+3	+7	+6	Gasoline service stations.....	+2	+3	+4
Department stores and dry goods, general merchandise stores.....	+2	+6	+3	Fuel fuel oil dealers*.....	0	+13	+9
Department stores.....	+3	+5	+6	Fuel dealers, except fuel oil*.....	-3	+11	+7
Variety stores.....	+8	+10	+4	Fuel oil dealers*.....	+2	+14	+10
Mail order houses (department store merchandise).....	+14	+15	+9	Drug and proprietary stores.....	+3	+3	+2
				Drug stores.....	+3	+3	+2
Apparel group.....	-1	+4	+1	Liquor stores.....	+4	+6	+5
Men's, boys' clothing, furnishings stores.....	-2	+8	+2	Jewelry stores*.....	+12	+11	+8
Men's, boys' clothing stores*.....	0	+7	+4	Florists*.....	+20	+15	+16
Men's, boys' furnishings stores*.....	-13	+8	-8	Book stores*.....	+31	-25	+22
Women's ready-to-wear stores.....	+2	+5	+3	Stationery stores*.....	+15	+3	+18
Family clothing stores.....	+1	+9	0	Music stores*.....	+13	+3	+14
Women's apparel, accessory, specialty stores*..	+8	+8	+2	Camera, photographic supply stores*.....	+28	+10	+20
Shoe stores.....	-7	-7	-3	Optical goods stores*.....	-6	+7	+10
				Typewriter stores*.....	-12	0	+17

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+5	+2	+5	Furniture and appliance group.....	+13	+4	+7
Durable-goods stores, total.....	+9	+5	+7	Furniture, home furnishings stores.....	+15	+4	+7
Nondurable-goods stores, total.....	+3	0	+4	Household appliance, TV, radio stores.....	+8	+5	+8
Food group.....	+2	+1	+3	Lumber, building, hardware, farm equipment group.....	+7	+2	+4
Grocery stores.....	+2	+1	+3	Lumber, building materials dealers.....	+7	0	+2
Eating and drinking places.....	+5	+4	+5	Hardware stores.....	0	-4	+1
General merchandise group.....	+3	-3	+6	Automotive group.....	+8	+7	+8
Department stores.....	+3	-5	+6	Passenger car and other automotive dealers....	+8	+7	+9
Variety stores.....	+8	+4	+4	Tire, battery, accessory dealers.....	+4	+4	+3
Mail order houses (department store merchandise).....	+12	-4	+9	Gasoline service stations.....	+3	0	+4
Apparel group.....	-1	-3	+1	Drug and proprietary stores.....	+3	-1	+2
Men's, boys' wear stores.....	-3	-8	+3	Liquor stores.....	+4	+2	+5
Women's apparel, accessory stores.....	0	-2	+2				
Shoe stores.....	-7	-1	-2				

* See Explanatory Material, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9 for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1963

(Millions of dollars)

Kind of business	1963										1962			Total 10 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Oct.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,075	3,826	4,571	4,651	4,849	4,767	4,601	5,107	4,611	4,932	4,692	5,056	6,527	45,990	43,993
Durable-goods stores, total.....	283	272	324	355	384	385	388	389	365	412	392	395	468	3,557	3,408
Nondurable-goods stores, total.....	3,792	3,554	4,247	4,296	4,465	4,382	4,213	4,718	4,246	4,521	4,300	4,661	6,059	42,434	40,585
Food group.....	1,951	1,842	2,119	1,920	2,123	2,006	1,974	2,193	1,877	2,029	1,943	2,053	2,165	20,034	19,477
Grocery stores ¹	1,897	1,790	2,067	1,862	2,063	1,950	1,915	2,137	1,825	1,976	1,890	2,000	2,103	19,482	18,943
Eating and drinking places.....	91	89	102	102	107	108	111	115	107	109	103	99	101	1,041	1,002
General merchandise group.....	1,120	1,035	1,329	1,504	1,491	1,537	1,436	1,662	1,546	1,645	1,519	1,734	2,664	14,305	13,170
Department stores and dry goods, general merchandise stores.....	792	708	950	1,058	1,062	1,118	1,023	1,188	1,116	1,162	1,077	1,214	1,849	10,177	9,282
Department stores.....	689	618	829	921	927	977	891	1,027	972	1,013	939	1,062	1,617	8,864	8,073
Variety stores.....	191	204	241	294	276	276	263	301	272	298	279	307	578	2,616	2,519
Apparel group.....	232	202	283	363	315	307	263	310	309	311	314	346	546	2,885	2,843
Men's, boys' wear stores ²	24	19	25	29	29	30	25	25	25	30	30	35	58	261	258
Women's apparel, accessory stores ³	93	82	116	141	135	130	115	138	128	131	124	143	228	1,209	1,119
Women's ready-to-wear stores.....	86	76	107	129	124	120	106	128	118	120	114	132	209	1,114	1,021
Shoe stores.....	70	64	87	113	90	87	71	84	93	83	93	93	142	842	899
Furniture and appliance group.....	72	71	85	83	91	92	91	98	94	102	101	104	119	879	847
Tire, battery, accessory dealers.....	69	62	77	92	97	103	102	94	83	93	92	92	126	872	869
Other retail stores.....	364	362	389	394	410	397	398	407	390	420	407	431	604	3,931	3,786
Drug and proprietary stores.....	129	128	135	134	138	141	138	143	135	138	132	137	213	1,359	1,290
Liquor stores.....	85	84	96	93	100	95	99	105	92	102	98	106	169	951	900

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	4,751	4,737	4,778	4,705	4,730	4,848	4,914	4,983	4,871	4,825	4,647	4,713	4,774	48,142	46,043
Grocery stores.....	1,965	1,952	1,940	1,946	1,955	1,964	1,992	2,007	1,970	2,004	1,954	1,940	1,967	19,695	19,186
Eating and drinking places.....	99	102	104	103	104	104	105	107	105	107	101	100	101	1,040	1,004
General merchandise group.....	1,511	1,513	1,569	1,503	1,512	1,616	1,628	1,666	1,626	1,549	1,443	1,508	1,520	15,693	14,472
Department stores.....	925	923	966	914	931	1,002	1,009	1,046	1,011	943	882	930	945	9,670	8,814
Variety stores.....	288	288	294	287	285	297	295	294	297	303	285	288	285	2,928	2,824
Apparel group.....	317	311	311	309	309	311	324	341	316	298	304	317	319	3,147	3,096
Men's, boys' wear stores ²	29	29	29	29	29	28	33	33	31	29	29	20	29	299	295
Women's apparel, accessory stores ³	133	126	131	126	131	136	141	147	132	125	121	128	127	1,328	1,230
Shoe stores.....	92	94	92	89	85	83	82	90	87	84	94	96	99	878	938
Tire, battery, accessory dealers.....	92	88	89	90	88	93	92	88	89	91	89	92	96	900	899
Drug and proprietary stores.....	140	143	140	139	143	144	145	150	147	146	140	140	138	1,437	1,361

¹ Based on weekly sales figures converted to calendar month totals. For October 1963, weekly sales (in millions of dollars) were as follows: For week ending October 5 = 475; October 12 = 446; October 19 = 461; October 26 = 447; November 2 = 474.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963										1962			Total 10 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	1963	1962
United States, total.....	4,901	4,592	5,469	5,574	5,776	5,685	5,518	6,094	5,546	5,962	5,622	6,044	7,767	55,117	51,855
Food group.....	2,211	2,087	2,383	2,166	2,385	2,261	2,262	2,497	2,150	2,305	2,200	2,300	2,439	22,707	21,674
Grocery stores.....	2,138	2,016	2,309	2,086	2,302	2,184	2,179	2,417	2,074	2,227	2,125	2,225	2,354	21,932	20,887
Eating and drinking places.....	135	129	147	148	156	162	164	170	159	163	150	149	153	1,533	1,422
General merchandise group.....	1,235	1,148	1,476	1,660	1,643	1,690	1,571	1,820	1,692	1,807	1,694	1,953	2,973	15,742	14,494
Department stores and dry goods, general merchandise stores.....	880	792	1,064	1,181	1,188	1,249	1,138	1,324	1,242	1,301	1,212	1,368	2,073	11,359	10,247
Department stores.....	753	679	913	1,010	1,016	1,070	969	1,117	1,062	1,108	1,033	1,168	1,782	9,697	8,758
Drug and proprietary stores.....	156	154	162	160	167	169	167	176	165	168	141	166	256	1,664	1,577

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: OCTOBER 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	October 1963 from--		10 mos. 1963 from 10 mos. 1962		October 1963 from--		10 mos. 1963 from 10 mos. 1962
	October 1962	September 1963			October 1962	September 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	0	+8	+5
Akron, Ohio.....	+2	+7	+4	New York City.....	-2	+12	-1
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	+2	+6	+5
Asheville, N. C.....	+2	+3	+4	Norfolk-Portsmouth, Va.....	0	+6	+2
Atlanta, Ga.....	+7	-5	+7	Oklahoma City, Okla.....	-2	+12	+3
Augusta, Ga.....	+6	+18	+5	Omaha, Nebr.....	-3	+6	+3
Baltimore, Md.....	+6	+17	+6	Peoria, Ill.....	-6	+12	+2
Baton Rouge, La.....	+12	-3	+15	Philadelphia, Pa.....	-9	-10	-2
Binghamton, N. Y.....	-1	+7	-1	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	-8	-1	-6	Pittsburgh, Pa.....	-2	-1	+2
Boston, Mass.....	-3	-2	+4	Portland, Oreg.....	+5	+6	+3
Buffalo, N. Y.....	0	-10	+9	Reading, Pa.....	+6	-13	+3
Canton, Ohio.....	+4	+12	+2	Richmond, Va.....	-1	+10	+1
Chattanooga, Tenn.....	+6	-6	+4	Rochester, N. Y.....	+3	+10	+7
Chicago, Ill.....	+3	+11	+6	Sacramento, Calif.....	+7	+12	+6
Cincinnati, Ohio.....	+1	+8	+2	St. Louis, Mo.....	-8	+6	-2
Cleveland, Ohio.....	+4	-7	+3	Salt Lake City, Utah.....	0	+6	+3
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+2	+9	+4
Columbus, Ohio.....	0	+7	+5	San Bernardino, Calif.....	+15	+13	+9
Corpus Christi, Tex.....	-1	+14	+1	San Diego, Calif.....	+3	+3	+4
Dallas, Tex.....	+2	+8	+3	Savannah, Ga.....	+7	+10	+8
Denver, Colo.....	+6	+8	+6	Seattle, Wash.....	-6	+11	-9
Des Moines, Iowa.....	+2	+4	+5	Shreveport, La.....	0	-1	+6
Detroit, Mich.....	0	-3	+5	South Bend, Ind.....	+3	+11	+1
El Paso, Tex.....	+5	+34	+1	Spokane, Wash.....	+3	+28	+1
Erie, Pa.....	+4	-1	+1	Springfield, Mo.....	+6	-11	+3
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+9	+2	+6
Flint, Mich.....	+4	-1	+8	Syracuse, N. Y.....	-4	+4	+2
Fort Wayne, Ind.....	+7	+27	+4	Tacoma, Wash.....	-1	+4	-1
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+12	+21	+9
Grand Rapids, Mich.....	-1	-2	+2	Toledo, Ohio.....	-5	-13	+2
Houston, Tex.....	+1	+6	+5	Trenton, N. J.....	+2	-13	+4
Indianapolis, Ind.....	+10	+18	+4	Tulsa, Okla.....	-3	+6	+2
Jacksonville, Fla.....	+11	+21	+12	Utica-Rome, N. Y.....	+3	+3	+13
Kansas City, Mo.....	-1	+8	+5	Waco, Tex.....	+3	+14	+2
Knoxville, Tenn.....	+5	+11	+3	Washington, D. C.....	+10	+8	+10
Lancaster, Pa.....	+3	-2	+2	Wheeling, W. Va.....	-3	-13	+2
Lexington, Ky.....	+4	+3	+5	Wichita, Kans.....	+2	+15	+1
Los Angeles, Long Beach, Calif.....	+7	+15	+7	Worcester, Mass.....	-4	-6	0
Louisville, Ky.....	+3	+8	+4	Youngstown, Ohio.....	-1	+7	-1
Macon, Ga.....	+1	-1	+6	CITIES			
Memphis, Tenn.....	+1	+14	+3	Bridgeport, Conn.....	0	+3	+1
Miami, Fla.....	+14	+32	+11	Bristol, Tenn.-Va.....	+4	+9	0
Milwaukee, Wis.....	-2	+12	+2	Duluth, Minn.-Superior, Wis.....	-1	+5	-2
Mobile, Ala.....	-5	+7	+3	Minneapolis, Minn.....	0	+16	+5
New Orleans, La.....	+3	+13	+8	Oakland-Berkeley, Calif.....	0	+9	-1
				Portsmouth, Ohio.....	-5	+9	-4
				Rome, Ga.....	+8	-6	+5
				St. Paul, Minn.....	+9	-6	+4
				San Francisco, Calif.....	-1	+16	-1
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS. OCTOBER 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963										1962			Percentage change, Oct. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Oct. 1962	Sept. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,474	12,700	12,912	13,352	13,634	13,799	13,781	14,016	14,044	14,245	13,390	13,557	14,299	+6	+1
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,160	6,339	6,457	6,559	6,586	6,649	6,245	6,203	6,241	+6	+1
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,474	7,460	7,324	7,457	7,458	7,596	7,145	7,354	8,058	+6	+2
Food group.....	328	320	332	326	342	341	349	364	355	364	355	345	354	+3	+3
Grocery stores.....	270	270	276	272	291	292	298	305	300	299	297	288	297	+1	0
Eating and drinking places.....	87	81	80	76	74	78	71	74	60	72	70	76	96	+3	+20
General merchandise group.....	4,510	3,994	4,031	4,144	4,228	4,325	4,287	4,371	4,452	4,574	4,131	4,278	4,782	+11	+3
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,227	3,288	3,274	3,336	3,381	3,510	3,183	3,278	3,720	+10	+4
Department stores.....	3,104	2,685	2,695	2,788	2,853	2,914	2,904	2,971	3,000	3,116	2,847	2,934	3,340	+9	+4
Mail order houses (department store mdse.).....	850	791	805	812	836	868	846	868	899	918	803	838	879	+14	+2
Apparel group.....	998	913	932	950	892	879	837	855	898	925	926	930	1,090	0	+3
Women's ready-to-wear stores.....	453	414	438	448	418	400	371	379	406	410	420	429	509	-3	+1
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,067	2,031	2,005	2,026	2,035	2,025	1,982	2,010	2,130	+2	0
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,575	1,543	1,528	1,555	1,573	1,559	1,500	1,535	1,636	+4	-1
Furniture stores.....	1,454	1,392	1,387	1,366	1,446	1,426	1,401	1,433	1,426	1,412	1,332	1,367	1,481	+6	-1
Household appliance, TV, radio stores.....	472	479	472	482	492	488	477	471	462	467	482	475	494	-3	+1
Household appliance dealers.....	408	419	416	413	428	434	429	413	403	403	421	419	432	-4	0
Lumber, building, hardware, farm equip. group..	1,619	1,587	1,634	1,769	1,854	1,925	2,050	2,117	2,130	2,143	1,995	1,936	1,747	+7	+1
Lumber yards, building materials dealers ²	1,177	1,136	1,125	1,231	1,283	1,345	1,445	1,510	1,552	1,591	1,445	1,438	1,265	+10	+3
Lumber yards.....	878	852	836	917	962	1,014	1,098	1,134	1,158	1,184	1,066	1,099	951	+11	+2
Automotive group.....	1,329	1,276	1,349	1,401	1,408	1,456	1,510	1,462	1,457	1,508	1,470	1,421	1,432	+3	+4
Passenger car dealers ³	877	834	897	947	936	943	1,011	944	974	1,045	986	933	939	+6	+7
Passenger car dealers (franchised).....	821	775	830	867	861	869	910	878	880	952	916	864	872	+4	+8
Tire, battery, accessory dealers.....	422	412	422	429	442	479	500	485	483	463	443	447	459	+5	-4
Gasoline service stations.....	431	419	436	460	472	471	448	456	452	456	456	455	420	0	+1
Other retail stores.....	2,099	2,101	2,134	2,241	2,297	2,293	2,224	2,291	2,205	2,179	2,005	2,106	2,248	+9	-1
CHARGE ACCOUNTS															
United States, total.....	6,842	6,586	6,658	7,032	7,202	7,147	7,157	7,264	7,232	7,354	7,153	7,223	7,441	+3	+2
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,390	3,478	3,594	3,669	3,708	3,812	3,578	3,468	3,312	+7	+3
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,812	3,669	3,562	3,595	3,524	3,542	3,575	3,735	4,129	-1	+1
Food group.....	321	312	325	319	331	329	339	349	337	350	347	338	346	+1	+4
General merchandise group.....	1,034	928	873	890	918	885	846	839	855	851	881	958	1,185	-3	0
Department stores and dry goods, general merchandise stores.....	942	838	782	793	821	781	745	740	750	766	787	856	1,087	-3	+2
Department stores.....	820	715	662	673	705	684	652	647	656	666	692	760	970	-4	+2
Apparel group.....	727	651	664	682	632	617	598	609	648	673	677	696	827	-1	+4
Furniture and appliance group.....	630	608	591	610	629	631	612	630	626	630	630	616	650	0	+1
Furniture, home furnishing stores.....	477	454	440	461	483	475	464	480	484	485	468	455	477	+4	0
Lumber, building, hardware, farm equip. group..	1,430	1,402	1,439	1,580	1,655	1,730	1,845	1,912	1,930	1,956	1,810	1,745	1,553	+8	+1
Lumber yards, building materials dealers ²	1,109	1,068	1,062	1,173	1,221	1,286	1,385	1,448	1,491	1,529	1,386	1,378	1,204	+10	+3
Lumber yards.....	823	798	787	873	915	968	1,051	1,089	1,115	1,139	1,023	1,014	903	+11	+2
Automotive group.....	745	713	754	795	817	813	844	809	818	891	854	820	796	+4	+9
Passenger car dealers (franchised).....	540	516	548	581	579	572	594	572	577	644	607	578	554	+6	+12
Gasoline service stations.....	419	410	427	451	463	461	438	447	441	443	445	445	409	0	0
INSTALLMENT ACCOUNTS															
United States, total.....	6,632	6,114	6,254	6,320	6,432	6,652	6,624	6,752	6,812	6,891	6,237	6,334	6,858	+10	+1
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,770	2,861	2,863	2,890	2,878	2,837	2,667	2,715	2,929	+6	-1
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,662	3,791	3,761	3,862	3,934	4,054	3,570	3,619	3,929	+14	+3
General merchandise group.....	3,476	3,066	3,158	3,254	3,310	3,440	3,441	3,532	3,597	3,723	3,250	3,320	3,597	+15	+4
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,406	2,507	2,529	2,596	2,631	2,744	2,396	2,422	2,633	+15	+4
Department stores.....	2,284	1,970	2,033	2,115	2,148	2,230	2,252	2,324	2,344	2,450	2,155	2,174	2,370	+14	+5
Apparel group.....	271	262	268	268	260	262	239	246	250	252	249	234	263	+1	+1
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,438	1,400	1,393	1,396	1,409	1,395	1,352	1,394	1,480	+3	-1
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,092	1,068	1,064	1,075	1,089	1,074	1,032	1,080	1,159	+1	-1
Household appliance, TV, radio stores.....	319	326	321	333	346	332	329	321	320	321	320	314	321	0	0
Lumber, building, hardware, farm equip. group..	189	185	195	189	199	195	205	205	200	187	185	191	194	+1	-7
Automotive group.....	584	563	595	606	591	643	666	653	639	617	616	601	636	0	-3
Tire, battery, accessory dealers.....	254	254	257	258	249	289	299	296	290	260	254	259	266	+2	-10

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

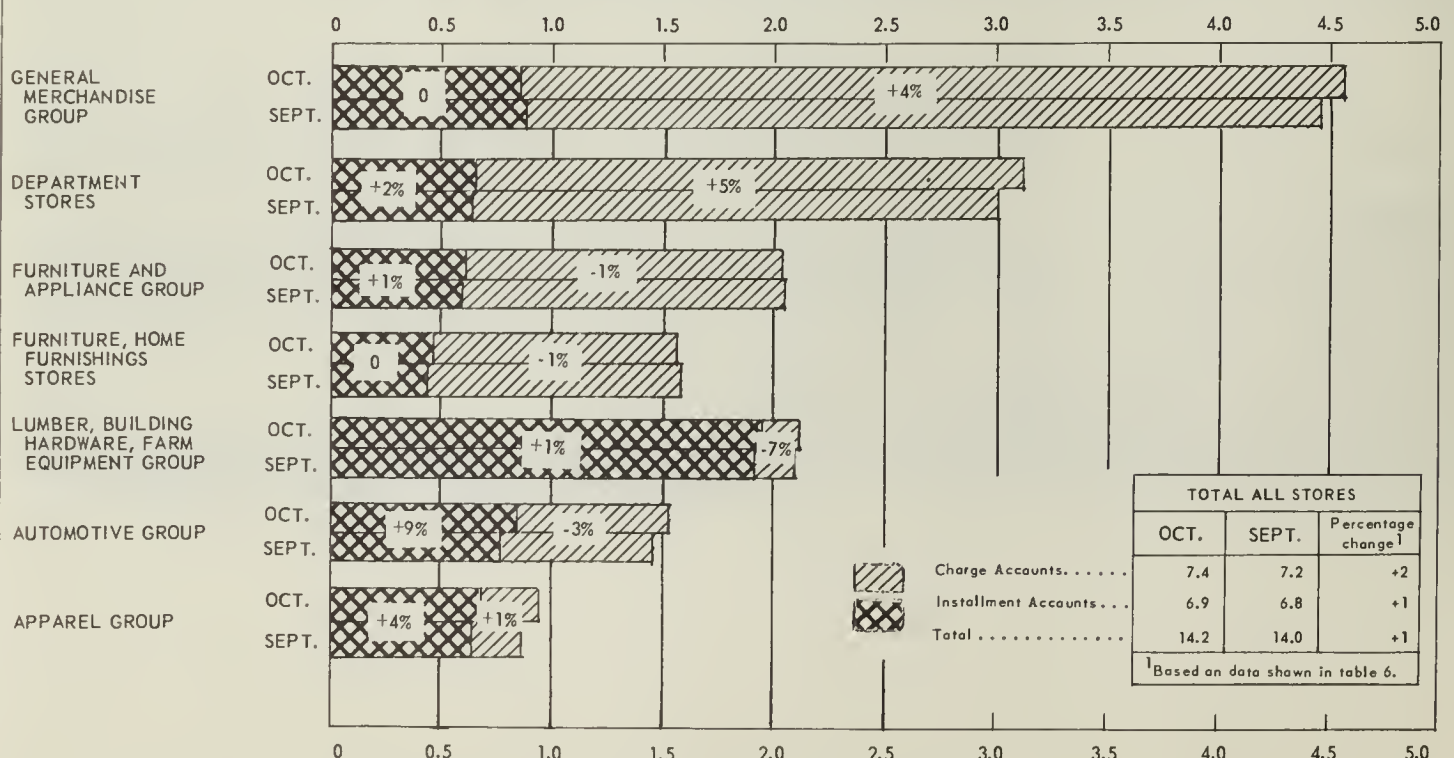
Kind of business	1963										1962			Percentage change, Oct. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Oct. 1962	Sept. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	4,688	4,198	4,267	4,377	4,468	4,606	4,605	4,789	4,846	4,916	4,421	4,524	4,894	+11	+1
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,112	1,150	1,161	1,218	1,211	1,178	1,136	1,151	1,155	+4	-3
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,274	3,356	3,456	3,444	3,571	3,635	3,738	3,285	3,373	3,739	+14	+3
General merchandise group.....	3,162	2,733	2,778	2,873	2,953	3,058	3,065	3,187	3,255	3,410	2,914	3,000	3,316	+17	+5
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,321	2,401	2,405	2,508	2,552	2,638	2,311	2,365	2,633	+14	+3
Department stores.....	2,249	1,915	1,949	2,028	2,077	2,149	2,153	2,256	2,280	2,357	2,083	2,128	2,382	+13	+3
Apparel group.....	234	216	224	230	224	227	215	215	223	227	203	205	251	+12	+2
Furniture and appliance group.....	339	334	336	335	332	332	332	329	334	338	335	339	350	+1	+1
Tire, battery, accessory dealers.....	264	259	257	264	268	299	307	306	301	271	271	271	280	0	-10
CHARGE ACCOUNTS															
United States, total.....	972	887	870	888	923	928	906	955	957	962	935	960	1,067	+3	+1
Durable-goods stores, total.....	277	267	271	280	296	315	321	369	363	359	331	324	304	+8	-1
Nondurable-goods stores, total.....	695	620	599	608	627	613	585	586	594	603	603	636	763	0	+2
General merchandise group.....	429	371	341	341	359	352	330	338	350	348	353	384	481	-1	-1
Department stores and dry goods, general merchandise stores.....	392	336	306	306	323	310	289	295	306	306	316	347	440	-3	0
Department stores.....	358	306	278	278	296	284	266	274	283	283	295	325	419	-4	0
Apparel group.....	113	99	103	108	105	106	107	99	105	108	96	97	124	+13	+3
Furniture and appliance group.....	39	41	41	40	37	39	37	37	37	40	42	43	48	-5	+8
INSTALLMENT ACCOUNTS															
United States, total.....	3,716	3,311	3,397	3,489	3,545	3,678	3,699	3,834	3,889	3,954	3,487	3,564	3,827	+13	+2
Durable-goods stores, total.....	849	821	829	823	816	835	840	849	848	819	805	827	851	+2	-3
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,666	2,729	2,843	2,859	2,985	3,041	3,135	2,682	2,737	2,976	+17	+3
General merchandise group.....	2,733	2,362	2,437	2,532	2,594	2,706	2,735	2,849	2,905	3,062	2,561	2,616	2,835	+20	+5
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,998	2,091	2,116	2,213	2,246	2,332	1,995	2,018	2,193	+17	+4
Department stores.....	1,891	1,609	1,671	1,750	1,781	1,865	1,887	1,982	1,997	2,074	1,788	1,803	1,963	+16	+4
Apparel group.....	121	117	121	122	119	121	108	116	118	119	107	108	127	+11	+1
Furniture and appliance group.....	300	293	295	295	295	293	295	292	297	298	293	296	302	+2	0

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--SEPTEMBER AND OCTOBER 1963

(Billions of dollars)



NOTE: October data are based on preliminary estimates while September data are based on final estimates.

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Other retail stores.....	2.4-2.6	2.5	2.4-2.5	2.5	0.6-1.1	0.8
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

¹ Sampling error is less than 0.1 percent.

The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

Kind of business	(Percent)		Kind of business	(Percent)	
	Range	Median		Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	4.1
			Stationery stores.....	2.3-6.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.
 X No range - upper and lower limits and median are identical.
¹ See footnote 1, table 10.
 Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL AND TRADING DAY ADJUSTMENT FACTORS—SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES—JULY 1962—MAY 1964

Kind of business	1962												1963												1964				
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr. 1	May 1	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May						
	All stores																												
United States, total.....	97.4	101.3	95.1	103.7	104.0	119.1	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.6	118.6	91.0	87.4	95.1	100.7	103.7						
Durable-goods stores, total.	100.4	101.6	89.3	110.0	104.7	104.3	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.3	105.5	87.1	83.6	97.1	104.4	106.6						
Nondurable-goods stores,	95.9	101.1	97.7	100.8	102.9	126.1	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	105.1	124.3	92.8	88.9	93.8	98.8	102.2						
Food group.....	97.9	103.1	98.9	101.2	101.2	106.7	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.7	103.0	99.6	97.0	95.8	97.2	104.6						
Grocery stores.....	97.6	103.0	98.9	98.3	101.2	106.5	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.4	95.6	99.1	104.1	102.7	100.2	97.3	95.8	96.0	104.9						
Eating and drinking places.....	109.8	111.6	103.8	102.0	98.2	100.4	90.1	83.8	94.3	96.3	103.8	105.4	109.6	111.8	103.8	101.7	98.7	100.1	90.8	86.9	93.6	96.4	104.0						
General merchandise group.....	85.1	98.3	96.2	104.5	115.2	175.4	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	116.8	174.9	76.1	72.7	87.8	96.7	96.0						
Department stores.....	84.0	96.8	97.4	105.9	116.9	177.9	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	177.5	75.2	69.8	87.2	96.7	95.5						
Variety stores.....	87.0	98.6	93.3	96.9	107.0	200.8	69.4	74.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	196.2	70.6	76.8	88.3	95.5	94.4						
Nail order houses (department	77.3	102.1	91.6	112.9	141.4	155.3	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	160.8	80.4	74.3	93.6	96.1	90.2						
store merchandise).....																													
Apparel group.....	81.7	91.3	99.3	103.1	108.2	171.4	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.7	110.8	169.9	82.2	71.4	93.2	101.3	100.4						
Men's, boys' wear stores.....	81.7	83.2	88.1	100.0	110.7	196.3	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.1	113.5	192.3	90.0	72.4	80.9	92.5	98.4						
Women's apparel, accessory stores.	80.9	90.8	98.6	103.6	108.6	170.0	81.7	70.7	92.6	108.3	102.8	89.5	82.2	92.9	96.4	104.7	109.9	168.1	82.0	74.3	96.4	102.6	102.7						
Shoe stores.....	87.0	99.3	111.1	100.1	95.9	132.7	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	130.5	79.7	72.3	101.0	114.4	104.1						
Furniture and appliance group.....	97.1	104.6	99.6	105.7	109.9	131.5	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.1	130.8	88.7	85.6	89.0	83.1	97.9						
Furniture, home furnishings stores	97.0	106.0	98.8	107.6	111.0	126.0	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	125.5	86.9	84.6	89.3	93.0	99.7						
Household appliance, TV, radio																													
stores.....	97.1	102.2	100.9	102.4	107.5	141.3	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	140.3	91.6	87.0	87.9	86.2	94.3						
Lumber, building, hardware, farm																													
equipment group.....	112.2	114.4	105.4	113.1	99.9	92.0	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	97.9	93.3	73.2	71.4	88.0	105.8	107.6						
Lumber yards, building materials																													
dealers.....	114.6	120.9	106.7	118.0	105.3	85.7	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	87.0	73.5	69.7	84.9	102.4	106.5						
Hardware stores.....	103.9	102.8	98.7	100.0	97.8	130.0	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	129.1	79.8	72.9	85.8	104.5	116.1						
Automotive group.....	98.2	97.0	79.1	111.3	104.5	92.0	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.5	93.1	88.5	104.3	110.6	110.2						
Passenger car, other automotive																													
dealers.....	97.6	96.3	78.1	111.8	104.8	89.9	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	100.5	111.3	110.5						
Tire, battery, accessory dealers..	107.7	107.8	95.1	104.2	99.0	123.4	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	122.9	78.7	76.1	86.4	101.2	106.0						
Gasoline service stations.....	106.7	107.2	99.9	102.1	99.0	101.8	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.6	95.3	90.0	95.3	98.0	103.0						
Drug and proprietary stores.....	96.7	98.1	95.6	97.8	96.8	129.9	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	128.9	96.7	98.5	97.0	96.5	100.2						
Liquor stores.....	97.7	100.7	95.5	97.3	105.8	150.8	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	147.8	92.0	88.9	89.8	91.1	98.6						
Group II stores																													
United States, total.....	93.4	100.9	97.8	100.8	106.3	137.7	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.1	136.9	86.5	84.1	96.5	97.4	(2)						
Grocery stores.....	94.3	101.9	97.4	96.7	103.1	106.9	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.4	92.7	98.6	106.2	102.1	102.0	98.2	96.0	97.5	97.5						
Eating and drinking places.....	105.6	106.6	102.2	101.9	99.4	100.0	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	99.9	92.6	90.6	98.2	98.8	98.8						
General merchandise group.....	86.2	99.3	96.0	122.6	115.4	176.1	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	116.1	175.5	74.7	71.2	86.7	97.0	97.0						
Department stores.....	86.1	98.0	97.0	106.5	114.2	171.1	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	170.8	74.7	69.7	87.2	99.3	99.3						
Variety stores.....	87.2	100.0	93.2	97.9	106.7	202.9	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	198.2	67.5	74.6	85.9	95.9	95.9						
Apparel group.....	79.8	91.4	100.5	102.7	109.1	170.6	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	111.3	168.0	73.4	67.8	95.8	106.4	106.4						
Men's, boys' wear stores.....	75.2	76.1	81.8	104.8	120.9	202.5	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	198.1	84.1	66.9	87.5	96.3	96.3						
Women's apparel, accessory stores.	80.4	92.4	99.1	102.8	111.5	179.1	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	176.7	70.4	68.4	94.6	103.7	103.7						
Shoe stores.....	84.3	91.8	108.9	98.5	97.1	142.7	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	140.0	77.1	72.6	100.0	114.5	114.5						
Tire, battery, accessory stores.....	107.4	105.8	92.9	103.0	99.9	131.1	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	130.7	75.7	74.8	84.4	100.0	100.0						
Drug and proprietary stores.....	94.7	94.1	93.6	94.8	97.9	164.4	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.2	93.8	93.8	95.1	96.2	96.2						

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	All stores											
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62
Durable-goods stores, total.....	7.48	6.12	27.6	1.79	1.56	.87	1.79	2	2.25	1.49	9.54	3.24
Nondurable-goods stores, total.....	8.05	5.98	34.8	.68	.58	.35	1.66	2	1.82	1.63	31.00	3.42
Food group.....	5.88	2.39	9.6	.72	.61	.34	1.79	2	1.72	1.43	31.00	4.92
Grocery stores.....	6.03	2.22	9.0	.73	.63	.38	1.66	2	1.72	1.41	62.00	4.56
Eating and drinking places.....	5.23	3.69	20.1	.86	.78	.35	2.23	3	2.14	1.65	10.33	5.08
General merchandise group.....	17.39	15.30	101.8	1.34	1.24	.40	3.10	3	1.82	1.68	13.78	2.84
Department stores.....	17.62	15.98	105.1	1.63	1.50	.46	3.26	3	1.72	1.48	12.40	2.60
Variety stores.....	19.33	18.92	129.7	1.65	1.58	.47	3.36	4	1.77	1.55	15.50	5.04
Mail order houses (department store merchandise).....	16.33	14.40	84.0	2.15	2.10	.61	3.44	3	1.72	1.59	31.00	4.69
Apparel group.....	17.26	17.22	97.0	1.81	1.72	.47	3.66	4	1.63	1.55	13.78	4.17
Men's, boys' wear stores.....	22.06	20.24	120.5	2.68	2.43	.81	3.00	4	1.82	1.59	8.86	3.36
Women's apparel, accessory stores.....	18.56	16.67	91.5	1.84	1.75	.56	3.13	4	1.70	1.53	12.40	4.65
Shoe stores.....	19.07	17.62	57.7	2.66	2.57	.63	4.08	4	1.75	1.63	8.27	3.56
Furniture and appliance group.....	18.30	8.00	44.4	1.24	1.14	.50	2.28	3	1.91	1.43	13.78	4.88
Furniture, home furnishings stores.....	8.89	7.93	41.3	1.45	1.27	.57	2.23	3	2.14	1.48	13.78	4.52
Household appliance, TV, radio stores.....	9.86	8.87	51.9	1.78	1.60	.71	2.25	3	1.85	1.61	9.54	4.52
Lumber, building, hardware, farm equipment group.....	18.87	8.78	48.1	1.81	1.62	.59	2.75	4	2.00	1.77	8.27	3.90
Lumber yards, building materials dealers.....	9.04	8.58	45.2	1.89	1.71	.72	2.38	3	1.77	1.55	8.86	4.07
Hardware stores.....	12.43	10.92	53.1	1.68	1.58	.49	3.22	4	1.97	1.97	6.53	4.48
Automotive group ²	7.45	35.87	28.1	3.09	2.72	1.26	2.16	3	2.10	1.46	7.29	3.70
Passenger car, other automotive dealers.....	7.54	5.18	29.0	2.84	2.48	1.17	2.12	3	2.03	1.46	9.54	3.30
Tire, battery, accessory dealers.....	12.41	10.16	47.3	2.45	2.18	.94	2.32	3	1.91	1.61	9.54	3.94
Gasoline service stations.....	4.32	2.68	13.3	.85	.63	.52	1.21	2	2.10	1.65	62.00	4.24
Drug and proprietary stores.....	6.87	5.99	32.0	1.00	.85	.48	1.77	2	2.38	1.72	10.33	3.84
Liquor stores.....	11.76	9.15	59.8	1.27	1.12	.59	1.90	2	2.10	1.49	13.78	4.10
	Group II stores											
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80
Grocery stores.....	7.95	2.26	9.6	1.06	.94	.54	1.74	2	1.91	1.43	41.33	4.24
Eating and drinking places.....	4.44	2.86	14.7	1.49	1.43	.61	2.34	3	2.32	2.08	13.67	5.76
General merchandise group.....	17.27	16.00	103.6	2.00	1.93	.75	2.57	3	1.63	1.63	14.88	3.77
Department stores.....	17.13	15.26	98.5	2.45	2.30	.71	3.24	3	1.66	1.46	12.30	3.18
Variety stores.....	20.32	20.07	134.6	1.64	1.62	.41	3.95	4	1.84	1.60	12.30	5.45
Apparel group.....	21.88	20.17	99.5	2.65	2.49	.72	3.46	4	1.70	1.53	9.15	4.00
Men's, boys' wear stores.....	26.73	24.88	132.5	4.72	4.75	1.07	4.44	5	2.28	2.12	9.46	7.93
Women's apparel, accessory stores.....	20.91	19.42	109.3	2.45	2.30	.62	3.71	4	1.89	1.81	10.25	5.00
Shoe stores.....	22.54	20.59	67.5	3.59	3.53	.62	5.69	6	1.62	1.58	11.18	7.87
Tire, battery, accessory dealers.....	14.32	13.58	61.5	2.85	2.71	.83	3.27	4	1.86	1.76	9.46	4.80
Drug and proprietary stores.....	10.52	9.39	60.6	1.64	1.46	.60	2.43	3	2.16	1.84	20.50	12.10

¹ For the group totals, measures shown refer to data after adjustment for trading days.

² Measures shown for passenger car dealers include an adjustment to eliminate the effect of the 1959 steel strike. The automotive group total has not been adjusted in this manner.

³ For the automotive group, measures shown refer to data before adjustment for trading days.

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc. New York, 1957.

O is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

S is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

CI is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

I is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

C is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

I/C is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

—
OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)



For release
December 19, 1963

BR-63-10-Supp.

Retail Sales: October 1963

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, APRIL--OCTOBER 1963 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO; UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences.)

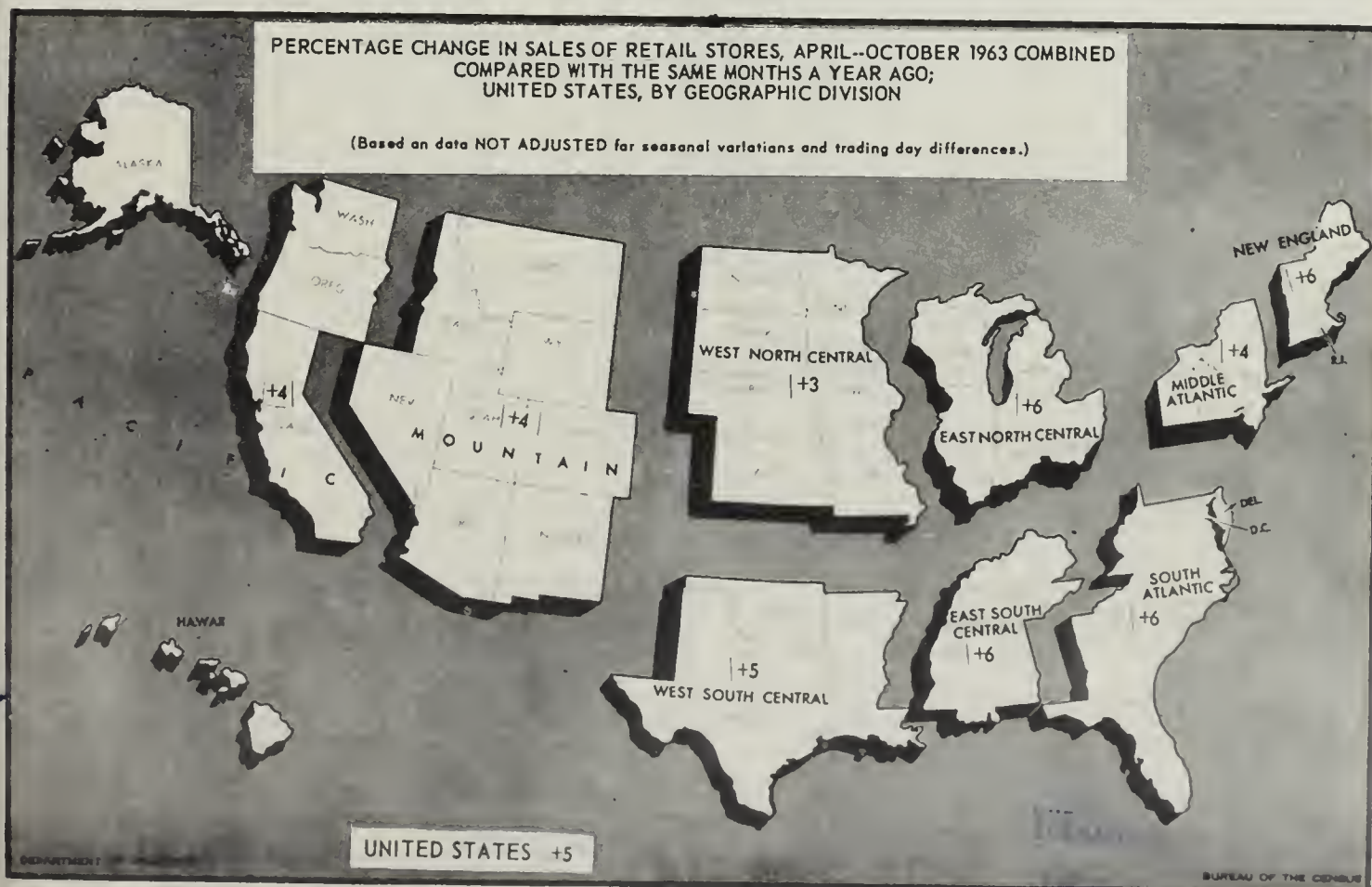


Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: OCTOBER 1962 TO OCTOBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1963										1962			Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Apt.-Oct. 1963 from--		Oct. 1963 from--
														Apr.-Oct. 1962	Oct. 1962	Sept. 1963
UNITED STATES, TOTAL.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,564	20,576	20,911	24,127	+5	+5	+12
Durable-goods stores, total....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,586	6,988	6,742	6,766	+7	+9	+26
Nondurable-goods stores, total.	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,978	13,588	14,169	17,361	+4	+3	+5
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,928	4,803	4,917	5,237	+3	+3	+5
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,461	4,350	4,456	4,732	+3	+3	+5
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,563	1,485	1,445	1,479	+4	+5	+2
GAF ² , total.....	3,572	3,234	3,994	4,421	4,375	4,347	4,104	4,624	4,436	4,751	4,548	5,051	7,462	+5	+4	+7
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,465	2,295	2,455	2,372	2,711	4,119	+6	+3	+7
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,351	1,419	1,377	1,575	2,422	+6	+3	+5
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,205	1,214	1,320	2,127	0	-1	+4
Furniture and appliance group....	830	781	838	854	934	933	965	992	980	1,091	962	1,020	1,216	+8	+13	+11
Lumber, bldg.,hdwe.,farm equip.gp..	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,521	1,420	1,271	1,190	+3	+7	+6
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,372	4,082	3,869	3,434	+8	+7	+46
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,642	1,604	1,561	1,629	+3	+2	+3
Drug and proprietary stores.....	649	641	667	652	676	664	660	680	647	667	647	660	880	+2	+3	+3
THE NORTHEASTERN STATES, TOTAL.....	4,752	4,366	5,018	5,274	5,494	5,287	5,213	5,262	4,837	5,447	5,208	5,471	6,294	+4	+5	+13
Durable-goods stores, total....	1,327	1,194	1,454	1,672	1,760	1,632	1,598	1,458	1,257	1,672	1,599	1,606	1,574	+6	+5	+33
Nondurable-goods stores, total.	3,425	3,172	3,564	3,602	3,734	3,655	3,615	3,804	3,580	3,775	3,609	3,865	4,720	+4	+5	+5
Food group.....	1,326	1,263	1,394	1,310	1,422	1,381	1,434	1,482	1,318	1,399	1,322	1,383	1,453	+4	+6	+6
Grocery stores.....	1,114	1,059	1,173	1,092	1,189	1,153	1,167	1,243	1,094	1,167	1,104	1,160	1,210	+3	+6	+7
Eating and drinking places.....	407	376	425	439	477	493	507	524	472	492	459	441	451	+3	+7	+4
GAF ² , total.....	1,000	879	1,085	1,222	1,220	1,218	1,104	1,222	1,215	1,294	1,290	1,457	2,080	+2	0	+7
General merchandise group.....	421	380	485	549	554	567	508	572	564	601	586	683	1,028	+5	+3	+7
Department stores.....	258	226	302	345	344	353	298	342	350	367	356	419	648	+7	+3	+5
Apparel group.....	335	273	361	425	389	390	320	362	388	395	401	446	679	-1	-1	+2
Furniture and appliance group....														+1	-2	+13
Lumber, bldg.,hdwe.,farm equip.gp..	281	259	292	296	304	305	325	322	298	304	303	295	298	+2	0	+2
Gasoline service stations.....	149	146	150	148	151	152	154	159	152	156	150	151	193	+3	+4	+3
Drug and proprietary stores.....																
THE NORTH CENTRAL STATES, TOTAL.....	5,242	4,913	5,674	6,110	6,294	6,216	6,110	6,237	5,819	6,587	6,305	6,316	7,082	+5	+4	+13
Durable-goods stores, total....	1,583	1,534	1,844	2,102	2,138	2,150	2,132	1,996	1,899	2,422	2,226	2,097	2,018	+9	+9	+28
Nondurable-goods stores, total.	3,659	3,379	3,830	4,008	4,156	4,066	3,978	4,241	3,920	4,165	4,079	4,219	5,064	+3	+2	+6
Food group.....	1,326	1,251	1,371	1,303	1,411	1,401	1,368	1,456	1,303	1,377	1,327	1,375	1,469	+2	+4	+6
Grocery stores.....	1,219	1,152	1,268	1,194	1,289	1,281	1,256	1,335	1,193	1,260	1,208	1,255	1,339	+3	+4	+6
Eating and drinking places.....	390	369	415	435	473	480	491	507	463	475	457	437	436	+6	+4	+3
GAF ² , total.....	995	906	1,150	1,287	1,264	1,269	1,197	1,363	1,329	1,410	1,337	1,478	2,139	+8	+5	+6
General merchandise group.....	533	497	648	731	717	723	661	783	740	783	764	875	1,285	+6	+2	+6
Department stores.....	310	279	375	419	423	410	387	458	439	453	449	512	776	+6	+1	+3
Apparel group.....	248	205	277	320	298	286	257	298	289	295	313	338	535	+1	-6	+2
Furniture and appliance group....	214	204	225	236	249	260	279	282	300	332	260	265	319	+20	+28	+11
Lumber, bldg.,hdwe.,farm equip.gp..	304	301	385	496	519	535	535	555	584	629	552	492	448	+6	+14	+8
Automotive group.....	940	904	1,103	1,244	1,217	1,206	1,177	1,013	846	1,294	1,256	1,166	1,001	+7	+3	+53
Gasoline service stations.....	523	455	489	511	526	531	541	547	505	532	533	512	540	+2	0	+5
Drug and proprietary stores.....	196	192	202	192	199	193	198	203	199	204	197	206	273	+2	+4	+3
THE SOUTH, TOTAL.....	4,933	4,685	5,398	5,544	5,691	5,523	5,443	5,663	5,102	5,694	5,393	5,423	6,391	+6	+6	+12
Durable-goods stores, total....	1,685	1,649	1,878	1,971	2,038	1,972	1,911	1,845	1,692	2,089	1,905	1,819	1,915	+8	+10	+23
Nondurable-goods stores, total.	3,248	3,036	3,520	3,573	3,653	3,551	3,532	3,818	3,410	3,605	3,488	3,604	3,476	+4	+3	+6
Food group.....	1,225	1,147	1,311	1,235	1,347	1,316	1,325	1,428	1,232	1,296	1,282	1,290	1,382	+4	+1	+5
Grocery stores.....	1,171	1,093	1,254	1,173	1,280	1,251	1,259	1,360	1,177	1,237	1,227	1,234	1,320	+4	+1	+5
Eating and drinking places.....	282	269	307	316	329	329	344	351	309	315	306	299	308	+3	+3	+2
GAF ² , total.....	938	862	1,073	1,176	1,139	1,114	1,070	1,231	1,127	1,226	1,136	1,252	1,925	+5	+8	+9
General merchandise group.....	467	437	568	613	593	584	553	647	571	622	576	648	1,026	+7	+8	+9
Department stores.....	234	210	288	291	288	290	273	319	288	310	301	343	523	+3	+3	+8
Apparel group.....	258	225	290	347	305	284	277	333	310	332	325	355	589	0	+2	+7
Furniture and appliance group....	213	200	215	216	241	246	240	251	246	272	235	249	310	+3	+16	+11
Lumber, bldg.,hdwe.,farm equip.gp..	266	265	333	387	388	358	365	361	340	363	371	326	302	-1	-2	+c
Automotive group.....	1,086	1,067	1,208	1,244	1,256	1,224	1,169	1,085	955	1,310	1,172	1,099	1,064	+12	+12	+37
Gasoline service stations.....	441	412	455	459	474	480	497	514	469	476	457	445	473	+4	+4	+1
Drug and proprietary stores.....	175	178	184	181	187	182	175	179	167	170	169	171	218	+1	+1	+2
THE WEST, TOTAL.....	3,334	3,123	3,563	3,590	3,749	3,711	3,774	3,856	3,509	3,836	3,670	3,701	4,360	+4	+5	+9
Durable-goods stores, total....	1,100	1,055	1,207	1,237	1,303	1,290	1,335	1,257	1,151	1,403	1,258	1,220	1,259	+5	+12	+22
Nondurable-goods stores, total.	2,234	2,068	2,356	2,353	2,446	2,421	2,439	2,599	2,358	2,433	2,412	2,481	3,101	+3	+1	+3
Food group.....	861	806	900	829	886	859	876	952	831	856	872	869	933	+1	-2	+3
Grocery stores.....	799	744	836	764	820	798	820	890	774	797	811	807	863	+1	-2	+3
Eating and drinking places.....	255	240	274	273	283	290	304	316	282	281	263	268	284	+7	+7	0
GAF ² , total.....	639	587	666	736	752	746	733	808	765	821	785	864	1,318	+6	+5	+7
General merchandise group.....	335	313	374	406	414	413	407	463	420	449	446	505	780	+6	+1	+7
Department stores.....														+9	+7	+5
Apparel group.....	145	123	153	176	171	167	156	174	174	183	175	181	324	+1	+5	+5
Furniture and appliance group....														+9	+15	+c
Gasoline service stations.....														+4	+6	+1
Drug and proprietary stores.....														0	+5	+6

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

¹ Preliminary estimates. ² Revised. ³ Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise. (c) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: OCTOBER 1962 TO OCTOBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1963										1962			Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Apr.-Oct. 1963 from--	Oct. 1963 from--	
														Apr.-Oct. 1962	Oct. 1962	Sept. 1963
New England Division, total.....	1,207	1,074	1,196	1,278	1,348	1,311	1,311	^F 1,325	1,170	1,300	1,237	1,346	1,569	+6	+5	+11
Durable-goods stores.....	348	302	355	438	472	449	423	392	318	409	372	389	409	+12	+10	+29
Nondurable-goods stores.....	859	772	841	840	876	862	888	933	852	891	865	957	1,160	+4	+3	+5
Food group.....	330	305	337	315	345	338	368	370	317	331	319	348	358	+4	+4	+4
GAF ² , total.....	228	194	231	270	272	272	242	284	258	271	283	325	470	-2	-4	+5
General merchandise group.....														+1	-3	+6
Middle Atlantic Division, total....	3,545	3,292	3,822	3,996	4,146	3,976	3,902	^F 3,937	3,667	4,147	3,971	4,125	4,725	+4	+4	+13
Durable-goods stores.....	979	892	1,099	1,234	1,288	1,183	1,175	^F 1,066	939	1,263	1,227	1,217	1,165	+4	+3	+35
Nondurable-goods stores.....	2,566	2,400	2,723	2,762	2,858	2,793	2,727	2,871	2,728	2,884	2,744	2,908	3,560	+4	+5	+6
GAF ² , total.....	772	685	854	952	948	946	862	938	957	1,023	1,007	1,132	1,610	+3	+2	+7
General merchandise group.....	325	296	380	426	431	439	393	435	443	473	454	526	793	+6	+4	+7
East North Central Division, total.	3,724	3,481	4,013	4,302	4,427	4,366	4,289	^F 4,401	4,095	4,630	4,386	4,447	5,031	+6	+6	+13
Durable-goods stores.....	1,088	1,045	1,255	1,451	1,470	1,478	1,474	^F 1,365	1,283	1,664	1,494	1,419	1,363	+11	+11	+30
Nondurable-goods stores.....	2,636	2,436	2,758	2,851	2,957	2,888	2,815	3,036	2,812	2,966	2,892	3,028	3,668	+3	+3	+5
Food group.....	988	932	1,024	968	1,049	1,035	1,007	1,080	964	1,014	971	1,020	1,094	+3	+4	+5
GAF ² , total.....	720	658	834	932	920	922	869	1,001	973	1,032	956	1,077	1,567	+9	+8	+6
General merchandise group.....	378	359	463	517	515	519	472	565	538	566	541	637	928	+7	+5	+5
West North Central Division, total.	1,518	1,432	1,661	1,808	1,867	1,850	1,821	^F 1,836	1,724	1,957	1,919	1,869	2,051	+3	+2	+14
Durable-goods stores.....	495	489	589	651	668	672	658	^F 631	616	758	732	678	655	+3	+4	+23
Nondurable-goods stores.....	1,023	943	1,072	1,157	1,199	1,178	1,163	1,205	1,108	1,199	1,187	1,191	1,396	+4	+1	+8
Food group.....	338	319	347	335	362	366	361	376	339	363	356	355	375	0	+2	+7
GAF ² , total.....	275	248	316	355	344	347	328	362	356	378	381	401	572	+5	-1	+6
General merchandise group.....	155	138	185	214	202	204	189	218	202	217	223	238	357	+5	-3	+7
South Atlantic Division, total....	2,460	2,293	2,646	2,734	2,776	2,700	2,637	^F 2,749	2,438	2,761	2,618	2,699	3,206	+6	+5	+13
Durable-goods stores.....	810	769	888	950	967	936	908	^F 860	780	1,001	893	865	913	+11	+12	+28
Nondurable-goods stores.....	1,650	1,524	1,758	1,784	1,809	1,764	1,729	1,889	1,658	1,760	1,725	1,834	2,293	+4	+2	+6
GAF ² , total.....	495	449	557	597	565	565	533	617	573	626	568	645	1,009	+6	+10	+9
General merchandise group.....	254	235	307	322	306	304	283	334	293	321	294	340	543	+9	+9	+10
East South Central Division, total.	898	853	992	1,039	1,061	1,019	994	^F 1,055	983	1,084	996	999	1,205	+6	+9	+10
Nondurable-goods stores.....	583	551	648	670	694	648	651	707	658	688	647	661	831	+6	+6	+5
Food group.....														+8	+5	+4
GAF ² , total.....	165	158	204	228	224	210	202	234	220	237	216	233	360	+5	+10	+8
General merchandise group.....	84	81	109	121	117	113	109	124	116	126	113	122	198	+9	+12	+9
West South Central Division, total.	1,575	1,539	1,760	1,771	1,854	1,804	1,812	^F 1,859	1,681	1,849	1,779	1,725	1,980	+5	+4	+10
Durable-goods stores.....																
Nondurable-goods stores.....	1,015	961	1,114	1,119	1,150	1,139	1,152	1,222	1,094	1,157	1,116	1,109	1,352	+5	+4	+6
Food group.....														+6	+3	+5
GAF ² , total.....	278	255	312	351	350	339	335	380	334	363	352	374	556	+3	+3	+9
General merchandise group.....	129	121	152	170	170	167	161	189	162	175	169	186	285	+4	+4	+8
Mountain Division, total.....	730	690	833	850	877	878	944	^F 936	839	919	807	796	946	+4	+14	+10
Nondurable-goods stores.....	501	468	566	568	581	578	596	625	555	555	551	557	680	+1	+1	0
Food group.....														-2	-2	+2
GAF ² , total.....	120	113	133	147	153	147	149	164	150	161	153	160	252	+3	+5	+7
General merchandise group.....	61	60	72	84	88	83	82	95	78	85	84	91	147	+4	+1	+9
Pacific Division, total.....	2,604	2,433	2,730	2,740	2,872	2,833	2,830	^F 2,920	2,670	2,917	2,863	2,905	3,414	+4	+2	+9
Durable-goods stores.....	871	833	940	955	1,007	990	987	^F 946	867	1,039	1,002	981	993	+4	+4	+20
Nondurable-goods stores.....	1,733	1,600	1,790	1,785	1,865	1,843	1,843	1,974	1,803	1,878	1,861	1,924	2,421	+4	+1	+4
Food group.....	665	623	690	636	683	658	673	733	634	656	667	669	720	+2	-2	+3
GAF ² , total.....	519	474	553	589	599	599	584	644	615	660	632	704	1,066	+6	+4	+7

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Revised.

³ Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(c) (c) See footnote to Table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: OCTOBER 1962 TO OCTOBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1963										1962			Percentage change		
														Apr.-Oct. 1963 from--		Oct. 1963 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Apr.-Oct. 1962	Oct. 1962	
California.....	2,009	1,898	2,111	2,113	2,204	2,156	2,140	2,192	2,011	2,213	2,206	2,251	2,631	+4	0	+10
Illinois.....	1,100	1,026	1,203	1,275	1,290	1,235	1,193	1,234	1,172	1,317	1,262	1,316	1,528	+4	+4	+12
Massachusetts.....	603	535	595	624	662	636	606	607	549	613	595	672	785	+5	+3	+12
Michigan.....	805	745	846	909	947	936	945	953	859	985	960	963	1,073	+5	+3	+15
New Jersey.....	670	635	744	770	780	752	749	735	675	782	739	762	856	+5	+5	+16
New York.....	1,825	1,690	1,921	1,996	2,075	1,992	1,940	1,997	1,892	2,119	2,022	2,107	2,441	+4	+6	+12
Ohio.....	920	871	1,006	1,072	1,100	1,087	1,088	1,135	1,074	1,186	1,116	1,135	1,268	+6	+6	+10
Pennsylvania.....	1,050	967	1,157	1,230	1,291	1,232	1,213	1,205	1,100	1,246	1,210	1,256	1,428	+2	+3	+13
Texas.....	959	959	1,084	1,097	1,149	1,104	1,088	1,130	1,013	1,121	1,095	1,061	1,199	+2	+2	+11

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.) ^r Revised.¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: OCTOBER 1962 TO OCTOBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1963										1962			Percentage change		
														Apr.-Oct. 1963 from--		Oct. 1963 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Apr.-Oct. 1962	Oct. 1962	
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	767	731	878	915	913	884	837	869	818	921	905	947	1,104	+2	+2	+13
GAP ³							C							+7	+9	+8
New York-Northeastern N.J., total.....	1,661	1,550	1,768	1,813	1,864	1,778	1,693	1,693	1,635	1,873	1,797	1,861	2,147	+4	+4	+15
GAP ³	396	343	424	463	457	461	413	445	484	514	505	552	767	+4	+2	+6
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	706	669	808	843	841	810	765	797	753	846	831	872	1,025	+2	+2	+12
GAP ³							C							+7	+9	+8
Detroit, Mich., total.....							C							+5	+2	+16
GAP ³							C							+8	+9	-1
Los Angeles, Calif., total.....	923	847	947	945	978	953	965	989	918	1,029	1,014	1,035	1,232	+4	+1	+12
GAP ³							C							+7	+7	+6
New York, N. Y., total.....	1,195	1,106	1,240	1,270	1,312	1,250	1,204	1,220	1,191	1,350	1,288	1,342	1,568	+4	+5	+13
GAP ³							C							+4	+3	+6
Philadelphia, Pa., total.....							C							+3	+8	+18
GAP ³							C							+2	+5	+9

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.
² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS.

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	s	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	s	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAP, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	s	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	s	a	a	a	s
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	s	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	s	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

U. S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

33/rs2

Comm



FOR RELEASE
JANUARY 13, 1964

BR-63-11

Retail Sales and End-of-Month Accounts Receivable: November 1963

SALES

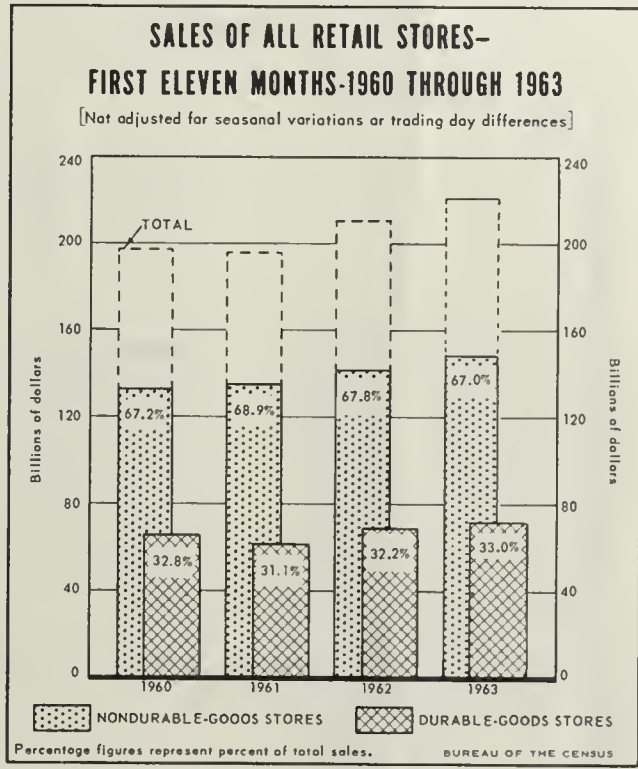
Total sales of all retail stores in the United States during November 1963 were estimated at \$21.6 billion, virtually unchanged from the sales estimated for October 1963 and 3 percent above November 1962. After adjustment for seasonal variations and trading day differences but not for price changes, November 1963 sales were estimated at \$20.6 billion, about the same as the previous month and 3 percent above the corresponding month in 1962. Adjusted sales of durable-goods stores in November 1963 decreased 2 percent from the previous month but were 5 percent above November 1962. Adjusted sales of nondurable-goods stores in November 1963 were unchanged from the previous month and were 1 percent above November 1962.

Based on adjusted data, sales in the durable-goods stores category reflected a month-to-month increase in the lumber, building, hardware, farm equipment group (+3%) and decreases in the automotive group (-4%) and the furniture and appliance group (-2%). In the nondurable-goods stores category month-to-month increases were shown for the apparel group (+2%), the general merchandise group (+2%) and the food group (+1%) while eating and drinking places declined (-2%).

A comparison of adjusted sales for November 1963 with the adjusted sales for November 1962 shows increases for all kind-of-business groups except for the apparel group which declined (-4%). In the durable-goods stores category, the largest increase was reported by the lumber, building, hardware, farm equipment group (+10%). In the nondurable-goods category the largest increase was reported by the food group (+3%).

Cumulative sales of all retail stores for the first eleven months of 1963 amounted to 221.4 billion, an increase of 5 percent from the 211.2 billion estimated for the similar period in 1962. On an adjusted basis all major business groups show sales increases with the automotive group reporting the largest increase (+8%) followed by the furniture and appliance group (+7%), general merchandise group (+6%), and eating and drinking places (+5%).

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$6.00. Single copies, available from the Government Printing Office, 10¢ each.



ACCOUNTS RECEIVABLE

Retail stores in the United States reported 14.5 billion in total accounts receivable balances owed by customers as of November 30, 1963. This amount was 1 percent higher than the 14.3 billion reported as of October 31, 1963, and about 7 percent higher than the 13.6 billion outstanding at the end of November a year ago. The increase in total credit balances from October 1963, based on data not adjusted for seasonal variations, reflected a 2 percent increase in installment account balances, while the charge account balances remained virtually unchanged. Compared with November a year ago, installment balances increased 11 percent, while charge balances increased 3 percent.

Total receivable balances of durable-goods stores as of November 30, 1963 were 1 percent lower than balances for the previous month, but 6 percent above November 1962. Nondurable-goods stores reported a 3 percent increase in total credit outstanding from the October 31, 1963 total, and a 7 percent increase over the total outstanding for the end of November 1962.

THE LIBRARY OF THE

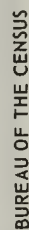


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1963

(Millions of dollars)

Kind of business	1963											1962		Total 11 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,555	20,911	24,127	221,392	211,224
Durable-goods stores, total.....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	7,038	6,742	6,766	72,943	68,176
Nondurable-goods stores, total.....	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,517	14,169	17,361	148,449	143,048
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,165	4,917	5,237	53,961	52,372
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,699	4,456	4,732	48,882	47,392
Eat markets.....	124	120	126	123	132	124	131	132	118	123	126	127	134	1,379	1,358
Bakery products stores.....	90	83	93	90	90	90	86	93	91	95	95	97	102	996	971
Liquor and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,485	1,445	1,479	16,537	15,826
Eating places.....	920	859	982	1,027	1,098	1,127	1,159	1,202	1,070	1,083	1,025	994	1,010	11,552	11,013
Restaurants, cafeterias, lunchrooms.....	775	726	818	839	882	896	925	972	870	892	848	825	843	9,443	9,010
Drinking places.....	414	395	439	436	464	465	487	496	456	473	460	451	469	4,985	4,813
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,465	2,295	2,441	2,754	2,711	4,119	24,406	23,087
Department stores and dry goods, general merchandise stores.....	1,260	1,134	1,492	1,636	1,638	1,168	1,524	1,769	1,657	1,747	1,967	1,959	2,972	16,992	16,495
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,351	1,417	1,605	1,575	2,422	14,107	13,360
Variety stores.....	259	274	320	384	361	357	341	390	354	378	418	400	751	3,836	3,706
Mail order houses (department store merchandise).....	139	130	159	169	166	150	157	192	181	208	259	245	267	1,910	1,757
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,292	1,320	2,127	12,272	12,211
Men's, boys' wear stores ²	204	160	186	224	218	239	200	209	203	218	253	258	467	2,314	2,273
Men's, boys' clothing, furnishings stores.....	197	155	180	216	211	233	194	203	197	210	245	250	456	2,241	2,214
Women's apparel, accessory stores ³	377	326	428	482	460	421	390	446	448	472	498	513	801	4,748	4,675
Women's ready-to-wear stores.....	329	286	382	424	402	372	342	394	399	418	441	450	698	4,189	4,084
Family clothing stores.....	190	157	212	247	229	224	196	238	231	247	279	280	465	2,450	2,455
Shoe stores.....	169	147	205	259	210	202	179	212	214	197	201	209	305	2,195	2,257
Furniture and appliance group.....	830	781	838	854	934	933	965	992	980	1,095	1,098	1,020	1,216	10,300	9,598
Furniture, home furnishings stores.....	517	502	543	574	612	599	608	651	647	719	717	658	745	6,689	6,252
Furniture stores.....	374	356	387	404	448	443	455	496	476	517	524	478	563	4,880	4,563
Household appliance, TV, radio stores.....	313	279	295	280	322	334	357	341	333	376	381	362	471	3,611	3,346
Household appliance dealers.....	228	201	211	206	240	252	271	256	247	273	273	270	346	2,658	2,583
Beer, building, hardware, farm equipment group.....	921	866	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,354	1,271	1,190	14,357	13,878
Lumber yards, building materials dealers ⁴	520	493	604	748	828	819	876	911	842	897	777	760	609	8,315	8,129
Lumber yards.....	347	324	398	498	551	555	600	632	582	608	518	500	398	5,613	5,340
Hardware stores.....	175	156	191	229	240	231	224	227	213	222	231	216	312	2,339	2,316
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,968	3,869	3,434	42,288	39,360
Passenger car, other automotive dealers.....	3,309	3,148	3,732	4,033	4,060	3,865	3,746	3,288	2,779	4,148	3,727	3,641	3,139	39,835	36,987
Passenger car dealers ⁵	3,215	3,043	3,608	3,871	3,905	3,715	3,608	3,151	2,677	4,042	3,628	3,542	3,053	38,463	35,695
Passenger car dealers (franchised).....	2,921	2,753	3,290	3,546	3,570	3,404	3,313	2,883	2,402	3,745	3,348	3,229	2,784	35,175	32,192
Tire, battery, accessory dealers.....	178	161	194	229	241	261	257	241	211	239	241	228	295	2,453	2,373
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,634	1,561	1,629	17,661	17,016
Drug and proprietary stores.....	649	641	667	652	676	664	660	680	647	667	667	660	880	7,270	7,152
Drug stores.....	630	623	647	632	655	640	636	655	622	643	643	636	848	7,026	6,894
Flower stores.....	409	386	427	429	458	450	474	489	437	466	503	488	700	4,928	4,701
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	20,387	20,374	20,350	20,276	20,200	20,486	20,719	20,666	20,426	20,716	20,622	20,112	20,253	225,222	214,856
Durable-goods stores, total.....	6,624	6,624	6,576	6,646	6,512	6,630	6,773	6,562	6,606	6,941	6,786	6,437	6,488	73,280	68,318
Nondurable-goods stores, total.....	13,763	13,750	13,774	13,630	13,688	13,856	13,946	14,104	13,820	13,775	13,836	13,675	13,765	151,942	146,538
Food group.....	4,924	4,894	4,853	4,864	4,890	4,923	5,030	4,996	4,897	4,943	4,984	4,860	4,908	54,198	52,776
Grocery stores.....	4,463	4,433	4,399	4,400	4,434	4,456	4,540	4,527	4,441	4,484	4,521	4,401	4,445	49,078	47,748
Liquor and drinking places.....	1,480	1,496	1,507	1,518	1,504	1,511	1,497	1,519	1,470	1,530	1,505	1,471	1,473	16,537	15,821
General merchandise group.....	2,324	2,332	2,409	2,301	2,322	2,434	2,441	2,497	2,411	2,324	2,376	2,354	2,348	26,171	24,727
Department stores.....	1,343	1,344	1,410	1,321	1,345	1,427	1,418	1,465	1,398	1,333	1,368	1,347	1,361	15,172	14,342
Variety stores.....	373	376	378	377	380	389	385	387	386	390	384	374	374	4,205	4,073
Mail order houses (department store mchse.).....	174	174	180	177	169	186	196	198	190	182	191	173	172	2,017	1,847
Apparel group.....	1,222	1,209	1,207	1,166	1,156	1,179	1,214	1,259	1,204	1,150	1,173	1,220	1,241	13,139	13,058
Men's, boys' wear stores ²	231	234	233	233	221	222	239	247	238	217	223	233	238	2,538	2,493
Men's apparel, accessory stores ³	461	460	462	443	447	471	475	480	465	451	454	472	471	5,069	4,984
Shoe stores.....	217	215	219	203	203	199	202	209	198	196	204	218	230	2,265	2,324
Furniture and appliance group.....	938	953	940	945	938	935	979	939	985	1,028	1,004	928	925	10,584	9,871
Furniture, home furnishings stores.....	599	616	607	617	598	611	613	611	648	666	652	592	592	6,838	6,396
Household appliance, TV, radio stores.....	339	337	333	328	340	324	366	328	337	362	352	336	333	3,746	3,475
Beer, building, hardware, farm equipment group.....	1,278	1,273	1,289	1,290	1,238	1,263	1,262	1,299	1,318	1,350	1,397	1,272	1,293	14,257	13,747
Lumber yards, building materials dealers ⁴	721	718	722	736	738	750	746	771	761	764	760	721	710	8,187	8,005
Hardware stores.....	225	221	220	221	202	212	212	221	214	222	240	221	240	2,410	2,377
Automotive group.....	3,854	3,820	3,764	3,824	3,740	3,843	3,940	3,733	3,717	3,980	3,810	3,704	3,731	42,025	39,003
Passenger car, other automotive dealers.....	3,624	3,598	3,544	3,602	3,515	3,607	3,709	3,512	3,495	3,748	3,571	3,474	3,492	39,525	36,575
Tire, battery, accessory dealers.....	230	222	220	222	225	236	231	221	222	232	239	230	239	2,500	2,428
Gasoline service stations.....	1,627	1,611	1,618	1,594	1,581	1,584	1,602	1,612	1,605	1,618	1,648	1,577	1,600	17,700	17,051
Drug and proprietary stores.....	670	683	678	677	678	674	674	685	688	683	678	682	677	7,468	7,356
Drug stores.....	456	457	458	471	469	475	481	476	466	478	467	462	462	5,154	4,928

Preliminary estimates, see Explanatory Material, page 14.

Includes men's, boys' clothing; furnishings stores and custom tailors.

Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Includes both franchised and nonfranchised car dealers.

Note: United States and group totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	November 1963 from--		11 mos. 1963 from 11 mos. 1962		November 1963 from--		11 mos. 1963 from 11 mos. 1962
	Nov. 1962	Oct. 1963			Nov. 1962	Oct. 1963	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+3	0	+5	Furniture and appliance group.....	+8	0	+7
Durable-goods stores, total.....	+4	-7	+7	Furniture stores.....	+10	+1	+7
Nondurable-goods stores, total.....	+2	+4	+4	Floor coverings stores*.....	+26	-6	+19
Food group.....	+5	+5	+3	Household appliance, TV, radio stores.....	+5	+1	+8
Grocery stores.....	+5	+6	+3	Household appliance stores.....	+1	0	+3
Meat markets.....	-1	+2	+2	TV, radio stores*.....	+17	+6	+25
Fruit stores, vegetable markets*.....	+12	+6	+9	Lumber, building, hardware, farm equipment group.....	+7	-11	+3
Candy, nut, confectionery stores*.....	-8	0	-5	Lumber, building materials dealers.....	+2	-13	+2
Bakery products stores.....	-2	0	+3	Lumber yards.....	+4	-15	+5
Delicatessen stores*.....	+4	0	+3	Paint, glass, wallpaper stores*.....	+7	-9	+9
Eating and drinking places.....	+3	-5	+4	Heating and plumbing equipment dealers*.....	-2	+4	-10
Eating places.....	+3	-5	+5	Hardware stores.....	+7	+4	+1
Restaurants, cafeterias, lunchrooms.....	+3	-5	+5	Farm equipment dealers*.....	+17	-15	+8
Drinking places.....	+2	-3	+4	Automotive group.....	+3	-10	+7
General merchandise group.....	+2	+13	+6	Passenger car dealers.....	+2	-10	+8
Department stores and dry goods, general merchandise stores.....	0	+13	+3	Passenger car dealers (franchised).....	+4	-11	+9
Department stores.....	+2	+13	+6	Tire, battery, accessory dealers.....	+6	+1	+3
Variety stores.....	+4	+11	+4	Gasoline service stations.....	+5	-1	+4
Mail order houses (department store merchandise).....	+6	+25	+9	Fuel fuel oil dealers*.....	-2	+30	+8
Apparel group.....	-2	+8	0	Fuel dealers, except fuel oil*.....	+1	+25	+6
Men's, boys' clothing, furnishings stores.....	-2	+17	+1	Fuel oil dealers*.....	-4	+35	+9
Men's, boys' clothing stores*.....	0	+16	+4	Drug and proprietary stores.....	+1	0	+2
Men's, boys' furnishings stores*.....	-6	+21	-7	Drug stores.....	+1	0	+2
Women's ready-to-wear stores.....	-2	+6	+3	Liquor stores.....	+3	+8	+5
Family clothing stores.....	0	+13	0	Jewelry stores*.....	+4	+18	+7
Women's apparel, accessory, specialty stores*..	-9	+3	0	Florists*.....	+21	+6	+16
Shoe stores.....	-4	+2	-3	Book stores*.....	+27	-8	+22
				Stationery stores*.....	-2	-7	+15
				Music stores*.....	+2	+5	+12
				Camera, photographic supply stores*.....	+10	0	+19
				Optical goods stores*.....	-12	0	+7
				Typewriter stores*.....	-29	-8	+11

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+3	0	+5	Furniture and appliance group.....	+8	-2	+7
Durable-goods stores, total.....	+5	-2	+7	Furniture, home furnishings stores.....	+10	-2	+7
Nondurable-goods stores, total.....	+1	0	+4	Household appliance, TV, radio stores.....	+5	-3	+8
Food group.....	+3	+1	+3	Lumber, building, hardware, farm equipment group.....	+10	+3	+4
Grocery stores.....	+3	+1	+3	Lumber, building materials dealers.....	+5	-1	+2
Eating and drinking places.....	+2	-2	+5	Hardware stores.....	+9	+8	+1
General merchandise group.....	+1	+2	+6	Automotive group.....	+3	-4	+8
Department stores.....	+2	+3	+6	Passenger car and other automotive dealers....	+3	-5	+8
Variety stores.....	+3	-2	+3	Tire, battery, accessory dealers.....	+4	+3	+3
Mail order houses (department store merchandise).....	+10	+5	+9	Gasoline service stations.....	+5	+2	+4
Apparel group.....	-4	+2	+1	Drug and proprietary stores.....	-1	-1	+2
Men's, boys' wear stores.....	-4	+3	+2	Liquor stores.....	+1	-2	+5
Women's apparel, accessory stores.....	-4	+1	+2				
Shoe stores.....	-6	+4	-3				

* See Explanatory Material, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1963

(Millions of dollars)

Kind of business	1963											1962		Total 11 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Nov.	Dec.	1963	1962
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,075	3,826	4,571	4,651	4,849	4,767	4,601	5,107	4,611	^r 4,915	5,364	5,056	6,527	51,337	49,049
Durable-goods stores, total.....	283	272	324	355	384	385	388	389	365	412	411	395	468	3,968	3,803
Nondurable-goods stores, total.....	3,792	3,554	4,247	4,296	4,465	4,382	4,213	4,718	4,246	^r 4,503	4,953	4,661	6,059	47,369	45,246
Food group.....	1,951	1,842	2,119	1,920	2,123	2,006	1,974	2,193	1,877	^r 2,018	2,192	2,053	2,165	22,215	21,530
Grocery stores.....	1,897	1,790	2,067	1,862	2,063	1,950	1,915	2,137	1,825	^r 1,965	2,140	2,000	2,103	21,611	20,943
Eating and drinking places.....	91	89	102	102	107	108	111	115	107	109	105	99	101	1,146	1,101
General merchandise group.....	1,120	1,035	1,329	1,504	1,491	1,537	1,436	1,662	1,546	^r 1,639	1,867	1,734	2,664	16,166	14,904
Department stores and dry goods, general															
merchandise stores.....	792	708	950	1,058	1,062	1,118	1,023	1,188	1,116	1,162	1,320	1,214	1,849	11,497	10,496
Department stores.....	689	618	829	921	927	977	891	1,027	972	^r 1,013	1,150	1,062	1,617	10,014	9,135
Variety stores.....	191	204	241	294	276	276	263	301	272	^r 292	321	307	578	2,931	2,826
Apparel group.....	232	202	283	353	315	307	263	310	309	311	348	346	546	3,233	3,189
Men's, boys' wear stores ²	24	19	25	29	29	30	25	25	25	30	34	35	58	295	293
Women's apparel, accessory stores ³	93	82	116	141	135	130	115	138	128	131	152	143	228	1,361	1,262
Women's ready-to-wear stores.....	86	76	107	129	124	120	106	128	118	120	141	132	209	1,255	1,153
Shoe stores.....	70	64	87	113	90	87	71	84	93	83	83	93	142	925	992
Furniture and appliance group.....	72	71	85	83	91	92	91	98	94	102	108	104	119	987	951
Tire, battery, accessory dealers.....	69	62	77	92	97	103	102	94	83	93	94	92	126	966	961
Drug and proprietary stores.....	129	128	135	134	138	141	138	143	135	138	143	137	213	1,502	1,427
Liquor stores.....	85	84	96	93	100	95	99	105	92	102	111	106	169	1,062	1,006

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	4,751	4,737	4,778	4,705	4,730	4,848	4,914	4,983	4,871	^r 4,809	4,922	4,713	4,774	53,048	50,756
Grocery stores.....	1,965	1,952	1,940	1,946	1,955	1,964	1,992	2,007	1,970	^r 1,993	2,015	1,940	1,967	21,699	21,126
Eating and drinking places.....	99	102	104	103	104	104	105	107	105	107	105	100	101	1,145	1,104
General merchandise group.....	1,511	1,513	1,569	1,503	1,512	1,616	1,628	1,666	1,626	^r 1,544	1,619	1,508	1,520	17,307	15,980
Department stores.....	925	923	966	914	931	1,002	1,009	1,046	1,011	^r 943	1,004	930	945	10,674	9,744
Variety stores.....	288	288	294	287	285	297	295	294	297	^r 298	296	288	285	3,219	3,112
Apparel group.....	317	311	311	309	309	311	324	341	316	298	310	317	319	3,457	3,413
Men's, boys' wear stores.....	29	29	29	29	29	28	33	33	31	29	27	20	29	326	315
Women's apparel, accessory stores.....	133	126	131	126	131	136	141	147	132	125	135	128	127	1,463	1,358
Shoe stores.....	92	94	92	89	85	83	82	90	87	84	83	96	99	961	1,034
Tire, battery, accessory dealers.....	92	88	89	90	88	93	92	88	89	91	92	92	96	992	991
Drug and proprietary stores.....	140	143	140	139	143	144	145	150	147	146	144	140	138	1,581	1,501

¹ Based on weekly sales figures converted to calendar month totals. For November 1963, weekly sales (in millions of dollars) were as follows: For week ending November 9 - 465; November 16 - 462; November 23 - 460; November 30 - 468.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

^r Revised.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1963											1962		Total 11 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	1963	1962
United States, total.....	4,901	4,592	5,469	5,574	5,776	5,685	5,518	6,094	5,546	5,947	6,416	6,044	7,767	61,518	57,899
Food group.....	2,211	2,087	2,383	2,166	2,385	2,261	2,262	2,497	2,150	2,294	2,478	2,300	2,439	25,174	23,974
Grocery stores.....	2,138	2,016	2,309	2,086	2,302	2,184	2,179	2,417	2,074	2,217	2,402	2,225	2,354	24,324	23,112
Eating and drinking places.....	135	129	147	148	156	162	164	170	159	166	161	149	153	1,697	1,571
General merchandise group.....	1,235	1,148	1,476	1,660	1,643	1,690	1,571	1,820	1,692	1,797	2,048	1,953	2,973	17,780	16,447
Department stores and dry goods, general															
merchandise stores.....	880	792	1,064	1,181	1,188	1,249	1,138	1,324	1,242	1,298	1,470	1,368	2,073	12,826	11,615
Department stores.....	753	679	913	1,010	1,016	1,070	969	1,117	1,062	1,108	1,257	1,168	1,782	10,954	9,926
Drug and proprietary stores.....	156	154	162	160	167	169	167	176	165	168	171	166	256	1,815	1,743

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: NOVEMBER 1963
(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)							
Area	Percentage change in sales			Area	Percentage change in sales		
	November 1963 from--		11 mos. 1963 from 11 mos. 1962		November 1963 from--		11 mos. 1963 from 11 mos. 1962
	November 1962	October 1963			November 1962	October 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	-5	+10	+3
				New York City.....	-9	+4	-2
				Newark, N. J.....	-3	+11	+4
Akron, Ohio.....	0	+12	+3	Norfolk-Portsmouth, Va.....	+2	+26	+2
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Oklahoma City, Okla.....	0	+6	+3
Asheville, N. C.....	-1	+2	+4	Omaha, Nebr.....	0	+17	+2
Atlanta, Ga.....	+4	+17	+7	Peoria, Ill.....	0	+6	+1
Augusta, Ga.....	-2	+7	+4	Philadelphia, Pa.....	-8	+27	-3
				Phoenix, Ariz.....	NA	NA	NA
Baltimore, Md.....	+3	0	+6	Pittsburgh, Pa.....	-2	+25	+2
Baton Rouge, La.....	+17	+29	+15	Portland, Oreg.....	-3	+9	+3
Binghamton, N. Y.....	-11	0	-2	Reading, Pa.....	+3	+42	+3
Birmingham, Ala.....	-5	+25	-6	Richmond, Va.....	-8	+20	0
Boston, Mass.....	-6	+15	+3	Rochester, N. Y.....	-4	+4	+6
				Sacramento, Calif.....	+13	+20	+7
Buffalo, N. Y.....	-4	+11	+8	St. Louis, Mo.....	-10	+10	-3
Canton, Ohio.....	+1	+5	+2	Salt Lake City, Utah.....	-5	+18	+2
Chattanooga, Tenn.....	-1	+10	+4	San Antonio, Tex.....	-4	+14	+3
Chicago, Ill.....	+1	+11	+5	San Bernardino, Calif.....	+7	+8	+9
Cincinnati, Ohio.....	+3	+25	+2	San Diego, Calif.....	+1	+14	+4
				Savannah, Ga.....	+10	+17	+8
Cleveland, Ohio.....	+2	+12	+3	Seattle, Wash.....	-5	+12	-8
Columbus, Ga.....	NA	NA	NA	Shreveport, La.....	+3	+18	+6
Columbus, Ohio.....	-5	+19	+3	South Bend, Ind.....	-4	+3	0
Corpus Christi, Tex.....	-5	+16	+1	Spokane, Wash.....	-2	-11	+1
Dallas, Tex.....	-2	+10	+3	Springfield, Mo.....	+13	+21	+4
				Springfield, Ohio.....	+7	+23	+6
Denver, Colo.....	+3	+6	+6	Syracuse, N. Y.....	-12	+7	0
Des Moines, Iowa.....	-2	+4	+4	Tacoma, Wash.....	+1	+11	-1
Detroit, Mich.....	+3	+25	+5	Tampa-St. Petersburg, Fla.....	+2	+17	+8
El Paso, Tex.....	+1	+1	+1	Toledo, Ohio.....	0	+32	+2
Erie, Pa.....	-6	+12	+1	Trenton, N. J.....	-1	+26	+4
				Tulsa, Okla.....	+3	+16	+2
Evanston, Ind.....	NA	NA	NA	Utica-Rome, N. Y.....	+16	+36	+13
Flint, Mich.....	+8	+25	+8	Waco, Tex.....	0	+5	+2
Fort Wayne, Ind.....	+1	-8	+3	Washington, D. C.....	+2	+9	+9
Fort Worth, Tex.....	NA	NA	NA	Wheeling, W. Va.....	-3	+31	+1
Grand Rapids, Mich.....	+2	+20	+2	Wichita, Kans.....	-2	+6	0
				Worcester, Mass.....	-7	+12	-1
Houston, Tex.....	+4	+13	+5	Youngstown, Ohio.....	+2	+18	0
Indianapolis, Ind.....	-7	0	+3				
Jacksonville, Fla.....	+17	+13	+12	CITIES			
Kansas City, Mo.....	-4	+8	+4	Bridgeport, Conn.....	-12	+9	0
Knoxville, Tenn.....	-4	+7	+2	Bristol, Tenn.-Va.....	-7	+13	-1
				Duluth, Minn.-Superior, Wis.....	-2	+9	-2
Lancaster, Pa.....	-1	+27	+2	Minneapolis, Minn.....	-1	+1	+4
Lexington, Ky.....	+7	+11	+5	Oakland-Berkeley, Calif.....	-7	+5	-2
Los Angeles, Long Beach, Calif.....	+2	+14	+7				
Louisville, Ky.....	+1	+14	+3	Portsmouth, Ohio.....	-5	+23	-4
Macon, Ga.....	+1	+20	+5	Rome, Ga.....	+3	+10	+5
				St. Paul, Minn.....	+6	+12	+4
Memphis, Tenn.....	0	+12	+3	San Francisco, Calif.....	-2	+8	-1
Miami, Fla.....	+5	-1	+10	Springfield, Mass.....	NA	NA	NA
Milwaukee, Wis.....	-2	+17	+1				
Mobile, Ala.....	-3	+29	+2				
New Orleans, La.....	+2	+22	+8				

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963												1962		Percentage change, Nov. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Nov. 1962	Oct. 1963	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	13,474	12,700	12,912	13,352	13,634	13,799	13,781	14,016	14,044	14,312	14,489	13,557	14,299	+7	+1	
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,160	6,339	6,457	6,559	6,586	6,631	6,586	6,203	6,241	+6	-1	
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,474	7,460	7,324	7,457	7,458	7,681	7,903	7,354	8,058	+7	+3	
Food group.....	328	320	332	326	342	341	349	364	355	353	359	345	354	+4	+2	
Grocery stores.....	270	270	276	272	291	292	298	305	300	293	299	288	297	+4	+2	
Eating and drinking places.....	87	81	80	76	74	78	71	74	60	70	74	76	96	-3	+6	
General merchandise group.....	4,510	3,994	4,031	4,144	4,228	4,325	4,287	4,371	4,452	4,592	4,751	4,278	4,782	+11	+3	
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,227	3,288	3,274	3,336	3,381	3,521	3,645	3,278	3,720	+11	+4	
Department stores.....	3,104	2,685	2,695	2,788	2,853	2,914	2,904	2,971	3,000	3,124	3,243	2,934	3,340	+10	+4	
Mail order houses (department store mdse.)...	850	791	805	812	836	868	846	868	899	918	952	838	879	+14	+4	
Apparel group.....	998	913	932	950	892	879	837	855	898	941	962	930	1,090	+3	+2	
Women's ready-to-wear stores.....	453	414	438	448	418	400	371	379	406	422	421	429	509	-2	0	
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,067	2,031	2,005	2,026	2,035	2,042	2,074	2,010	2,130	+3	+2	
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,575	1,543	1,528	1,555	1,573	1,565	1,575	1,535	1,636	+3	+1	
Furniture stores.....	1,454	1,392	1,387	1,366	1,446	1,426	1,401	1,433	1,426	1,419	1,424	1,367	1,481	+4	0	
Household appliance, TV, radio stores.....	472	479	472	482	492	488	477	471	462	477	499	475	494	+5	+5	
Household appliance dealers.....	408	419	416	413	428	434	429	413	403	413	430	419	432	+3	+4	
Lumber, building, hardware, farm equip. group..	1,619	1,587	1,634	1,769	1,854	1,925	2,050	2,117	2,130	2,140	2,019	1,936	1,747	+4	-6	
Lumber yards, building materials dealers ²	1,177	1,136	1,125	1,231	1,283	1,345	1,445	1,510	1,552	1,563	1,511	1,438	1,265	+5	-3	
Lumber yards.....	878	852	836	917	962	1,014	1,098	1,134	1,158	1,157	1,104	1,059	951	+4	-5	
Automotive group.....	1,329	1,276	1,349	1,401	1,408	1,456	1,510	1,462	1,457	1,514	1,553	1,421	1,432	+9	+3	
Passenger car dealers ³	877	834	897	947	936	943	1,011	944	974	1,020	1,042	933	939	+12	+2	
Passenger car dealers (franchised).....	821	775	830	867	861	869	910	878	880	952	973	864	872	+13	+2	
Tire, battery, accessory dealers.....	422	412	422	429	442	479	500	485	483	461	481	447	459	+8	+4	
Gasoline service stations.....	431	419	436	460	472	471	448	456	452	467	469	455	420	+3	0	
Other retail stores.....	2,099	2,101	2,134	2,241	2,297	2,293	2,224	2,291	2,205	2,193	2,228	2,106	2,248	+6	+2	
CHARGE ACCOUNTS																
United States, total.....	6,842	6,586	6,658	7,032	7,202	7,147	7,157	7,264	7,232	7,424	7,454	7,223	7,441	+3	0	
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,390	3,478	3,594	3,669	3,708	3,817	3,748	3,488	3,312	+7	-2	
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,812	3,669	3,563	3,595	3,524	3,607	3,706	3,735	4,129	-1	+3	
Food group.....	321	312	325	319	331	329	339	349	337	340	345	338	346	+2	+1	
General merchandise group.....	1,034	928	873	890	918	885	846	839	855	857	899	958	1,185	-6	+5	
Department stores and dry goods, general merchandise stores.....	942	838	782	793	821	781	745	740	750	768	810	856	1,087	-5	+5	
Department stores.....	820	715	662	673	705	684	652	647	656	661	703	760	970	-8	+6	
Apparel group.....	727	651	664	682	632	617	598	609	648	681	696	696	827	0	+2	
Furniture and appliance group.....	630	608	591	610	629	631	612	630	626	652	679	616	650	+10	+4	
Furniture, home furnishings stores.....	477	454	440	461	483	475	464	480	484	490	497	455	477	+9	+1	
Lumber, building, hardware, farm equip. group..	1,430	1,402	1,439	1,580	1,655	1,730	1,845	1,912	1,930	1,957	1,840	1,745	1,553	+5	-6	
Lumber yards, building materials dealers ²	1,109	1,068	1,062	1,173	1,221	1,286	1,385	1,448	1,491	1,503	1,452	1,378	1,204	+5	-3	
Lumber yards.....	823	798	787	873	915	968	1,051	1,089	1,115	1,116	1,065	1,014	903	+5	-5	
Automotive group.....	745	713	754	795	817	813	844	809	818	885	902	820	796	+10	+2	
Passenger car dealers (franchised).....	540	516	548	581	579	572	594	572	577	632	650	578	554	+12	+3	
Gasoline service stations.....	419	410	427	451	463	461	438	447	441	455	454	445	409	+2	0	
INSTALLMENT ACCOUNTS																
United States, total.....	6,632	6,114	6,254	6,320	6,432	6,652	6,624	6,752	6,812	6,888	7,035	6,334	6,858	+11	+2	
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,770	2,861	2,863	2,890	2,878	2,814	2,838	2,715	2,929	+4	+1	
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,662	3,791	3,761	3,862	3,934	4,074	4,197	3,619	3,929	+16	+3	
General merchandise group.....	3,476	3,066	3,158	3,254	3,310	3,440	3,441	3,532	3,597	3,735	3,852	3,320	3,597	+16	+3	
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,406	2,507	2,529	2,596	2,631	2,753	2,835	2,422	2,633	+17	+3	
Department stores.....	2,284	1,970	2,033	2,115	2,148	2,230	2,252	2,324	2,344	2,463	2,540	2,174	2,370	+17	+3	
Apparel group.....	271	262	268	268	260	262	239	246	250	260	266	234	263	+14	+2	
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,438	1,400	1,393	1,396	1,409	1,390	1,395	1,394	1,480	0	0	
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,092	1,068	1,064	1,075	1,089	1,075	1,078	1,080	1,159	0	0	
Household appliance, TV, radio stores.....	319	326	321	333	346	332	329	321	320	315	317	314	321	+1	+1	
Lumber, building, hardware, farm equip. group..	189	185	195	189	199	195	205	205	200	183	179	191	194	-6	-2	
Automotive group.....	584	563	595	606	591	643	666	653	639	629	651	601	636	+8	+4	
Tire, battery, accessory dealers.....	254	254	257	258	249	289	299	296	290	255	271	259	266	+5	+6	

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

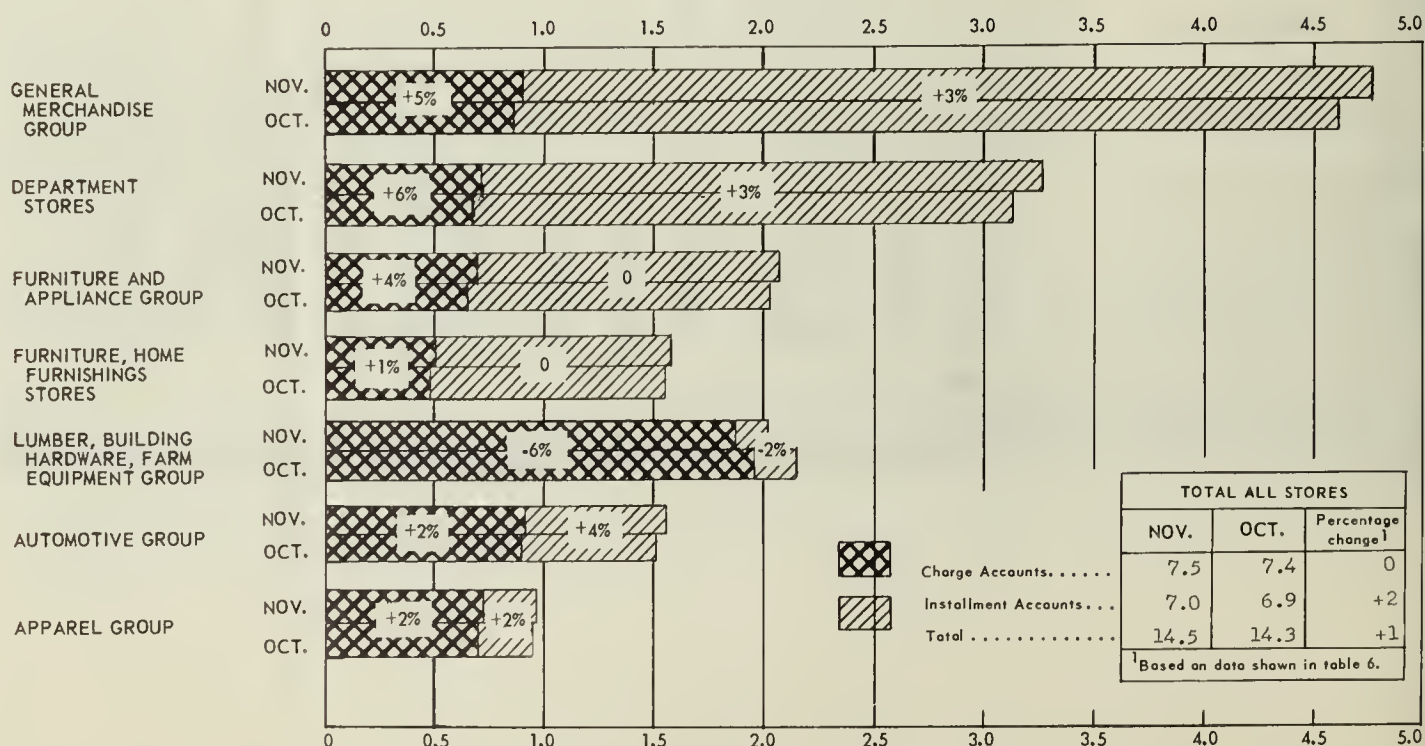
Kind of business	1963											1962		Percentage change, Nov. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Nov. 1962	Oct. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	4,688	4,198	4,267	4,377	4,468	4,606	4,605	4,789	4,846	4,923	5,064	4,524	4,894	+12	+3
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,112	1,150	1,161	1,218	1,211	1,172	1,182	1,151	1,155	+3	+1
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,274	3,356	3,456	3,444	3,571	3,635	3,751	3,882	3,373	3,739	+15	+3
General merchandise group.....	3,162	2,733	2,778	2,873	2,953	3,058	3,065	3,187	3,255	3,365	3,481	3,000	3,316	+16	+3
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,321	2,401	2,405	2,508	2,552	2,654	2,748	2,365	2,633	+16	+4
Department stores.....	2,249	1,915	1,949	2,028	2,077	2,149	2,153	2,256	2,280	2,375	2,464	2,128	2,382	+16	+4
Apparel group.....	234	216	224	230	224	227	215	215	223	229	238	205	251	+16	+4
Furniture and appliance group.....	339	334	336	335	332	332	332	329	334	339	336	339	350	-1	-1
Tire, battery, accessory dealers.....	264	259	257	264	268	299	307	306	301	266	282	271	280	+4	+6
CHARGE ACCOUNTS															
United States, total.....	972	887	870	888	923	928	906	955	957	954	978	960	1,067	+2	+3
Durable-goods stores, total.....	277	267	271	280	296	315	321	369	363	357	357	324	304	+10	0
Nondurable-goods stores, total.....	695	620	599	608	627	613	585	586	594	597	621	636	763	-2	+4
General merchandise group.....	429	371	341	341	359	352	330	338	350	346	362	384	481	-6	+5
Department stores and dry goods, general merchandise stores.....	392	336	306	306	323	310	289	295	306	306	322	347	440	-7	+5
Department stores.....	358	306	278	278	296	284	266	274	283	284	300	325	419	-8	+6
Apparel group.....	113	99	103	108	105	106	107	99	105	108	110	97	124	+13	+2
Furniture and appliance group.....	39	41	41	40	37	39	37	37	37	39	40	43	48	-7	+3
INSTALLMENT ACCOUNTS															
United States, total.....	3,716	3,311	3,397	3,489	3,545	3,678	3,699	3,834	3,889	3,969	4,086	3,564	3,827	+15	+3
Durable-goods stores, total.....	849	821	829	823	816	835	840	849	848	815	825	827	851	0	+1
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,666	2,729	2,843	2,859	2,985	3,041	3,154	3,261	2,737	2,976	+19	+3
General merchandise group.....	2,733	2,362	2,437	2,532	2,594	2,706	2,735	2,849	2,905	3,019	3,119	2,616	2,835	+19	+3
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,998	2,091	2,116	2,213	2,246	2,348	2,426	2,018	2,193	+20	+3
Department stores.....	1,891	1,609	1,671	1,750	1,781	1,865	1,887	1,982	1,997	2,091	2,164	1,803	1,963	+20	+3
Apparel group.....	121	117	121	122	119	121	108	116	118	121	128	108	127	+19	+6
Furniture and appliance group.....	300	293	295	295	295	293	295	292	297	300	296	296	302	0	-1

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--OCTOBER AND NOVEMBER 1963

(Billions of dollars)



NOTE: November data are based on preliminary estimates while October data are based on final estimates.

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

9

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Quorum stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

¹ Sampling error is less than 0.1 percent.

The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months. Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Food, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Ice cream stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Radio and television sets.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
Radio stores.....	2.3-8.6	4.8	Cameras, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Plumbing, electrical, and other equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Truck and equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

¹ Not available. The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15. Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.8
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	1.0
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.8
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.2
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.1
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.2
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.1
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.2
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.1
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.4
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.9
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.5
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.3
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.6
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.4
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.1
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.1
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.1
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.1
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES-- UNITED STATES, BY SELECTED KIND OF BUSINESS¹

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
Tire, battery, accessory dealers.....	-	-	-	-	-	-
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)
Tire, battery, accessory dealers.....	-	-	-	-	-	-

Z Sampling variability is less than 0.1 percent.
X No range - upper and lower limits and median are identical.
¹ See footnote 1, table 10.
Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2, 6, and 7

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in tables 6 and 7 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL AND TRADING DAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JULY 1962--MAY 1964

Kind of business	1962												1963												1964				
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr. ¹	May ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May						
	All stores																												
United States, total.....	97.4	101.3	95.1	103.7	104.0	119.1	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	118.6	91.0	87.4	95.1	100.7	103.7						
Durable-goods stores, total.	100.4	101.6	89.3	110.0	104.7	104.3	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	104.5	103.7	105.5	87.1	83.6	97.1	104.4	106.6						
Nondurable-goods stores,	95.9	101.1	97.7	100.8	102.9	126.1	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	124.3	92.8	88.9	93.8	98.8	102.2						
Food group.....	97.9	103.1	98.9	101.2	101.2	106.7	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	103.0	99.6	97.0	95.8	97.2	104.6						
Grocery stores.....	97.6	103.0	98.9	98.3	101.2	106.5	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	102.7	100.2	97.3	95.8	96.0	104.9						
Eating and drinking places.....	109.8	111.6	103.8	102.0	98.2	100.4	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.1	90.8	86.9	93.6	96.4	104.0						
General merchandise group.....	85.1	98.3	96.2	104.5	115.2	175.4	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	174.9	76.1	72.7	87.8	96.7	96.0						
Department stores.....	84.0	96.8	97.4	105.9	116.9	177.9	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	177.5	75.2	69.8	87.2	96.7	95.5						
Variety stores.....	87.0	98.6	93.3	96.9	107.0	200.8	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	196.2	70.6	76.8	88.3	95.5	94.4						
Mail order houses (department																													
store merchandise).....	77.3	102.1	91.6	112.9	141.4	155.3	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	160.8	80.4	74.3	93.6	96.1	90.2						
Apparel group.....	81.7	91.3	99.3	103.1	108.2	171.4	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	169.9	82.2	71.4	93.2	101.3	100.4						
Men's, boys' wear stores.....	81.7	83.2	88.1	100.0	110.7	196.3	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	192.3	90.0	72.4	80.9	92.5	98.4						
Women's apparel, accessory stores.	80.9	90.8	98.6	103.6	108.6	170.0	81.7	70.7	92.6	108.3	102.8	89.5	82.2	92.9	96.4	104.7	109.9	168.1	82.0	74.3	96.4	102.6	102.7						
Shoe stores.....	87.0	99.3	111.1	100.1	95.9	132.7	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	130.5	79.7	72.3	101.0	114.4	104.1						
Furniture and appliance group.....	97.1	104.6	99.6	105.7	109.9	131.5	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.8	88.7	85.6	89.0	88.1	97.9						
Furniture, home furnishings stores	97.0	106.0	98.8	107.6	111.0	126.0	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	125.5	86.9	84.6	89.3	93.0	99.7						
Household appliance, TV, radio																													
stores.....	97.1	102.2	100.9	102.4	107.5	141.3	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	140.3	91.6	87.0	87.9	86.2	94.3						
Lumber, building, hardware, farm																													
equipment group.....	112.2	114.4	105.4	113.1	99.9	92.0	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	93.3	73.2	71.4	88.0	105.8	107.6						
Lumber yards, building materials																													
dealers.....	114.6	120.9	106.7	118.0	105.3	85.7	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	87.0	73.5	69.7	84.9	102.4	106.5						
Hardware stores.....	103.9	102.8	98.7	100.0	97.8	130.0	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	129.1	79.8	72.9	85.8	104.5	116.1						
Automotive group.....	98.2	97.0	79.1	111.3	104.5	92.0	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.6	93.1	88.5	104.3	110.6	110.2						
Passenger car, other automotive																													
dealers.....	97.6	96.3	78.1	111.8	104.8	89.9	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	100.5	111.3	110.5						
Tire, battery, accessory dealers..	107.7	107.8	95.1	104.2	99.0	123.4	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	122.9	78.7	76.1	86.4	101.2	106.0						
Gasoline service stations.....	106.7	107.2	99.9	102.1	99.0	101.8	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.6	95.3	90.0	95.3	98.0	103.0						
Drug and proprietary stores.....	96.7	98.1	95.6	97.8	96.8	129.9	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	128.9	96.7	98.5	97.0	96.5	100.2						
Liquor stores.....	97.7	100.7	95.5	97.3	105.8	150.8	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	147.8	92.0	88.9	89.8	91.1	98.6						
Group II stores																													
United States, total.....	93.4	100.9	97.8	100.8	106.3	137.7	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.1	136.9	86.5	84.1	96.5	97.4	(2)						
Grocery stores.....	94.3	101.9	97.4	96.7	103.1	106.9	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.1	92.7	98.6	106.2	102.1	102.0	98.2	96.0	97.5							
Eating and drinking places.....	105.6	106.6	102.2	101.9	99.4	100.0	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	99.9	92.6	90.6	98.2	98.8							
General merchandise group.....	86.2	99.3	96.0	122.6	115.4	176.1	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	116.1	175.5	74.7	71.2	86.7	97.0							
Department stores.....	86.1	98.0	97.0	106.5	114.2	171.1	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	170.8	74.7	69.7	87.2	99.3							
Variety stores.....	87.2	100.0	93.2	97.9	106.7	202.9	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	198.2	67.5	74.6	85.9	95.9							
Apparel group.....	79.8	91.4	100.5	102.7	109.1	170.6	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	111.3	168.0	73.4	67.8	95.8	106.4							
Men's, boys' wear stores.....	75.2	76.1	81.8	104.8	120.9	202.5	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	198.1	84.1	66.9	87.5	96.3							
Women's apparel, accessory stores.	80.4	92.4	99.1	102.8	111.5	179.1	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	176.7	70.4	68.4	94.6	103.7							
Shoe stores.....	84.3	91.8	108.9	98.5	97.1	142.7	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	140.0	77.1	72.6	100.0	114.5							
Tire, battery, accessory stores.....	107.4	105.8	92.9	103.0	99.9	131.1	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	130.7	75.7	74.4	84.4	100.0							
Drug and proprietary stores.....	94.7	94.1	93.6	94.8	97.9	164.4	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.2	92.4	93.8	95.1	96.2							

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

¹ Factors reflect Easter adjustments, if any, that were made in this month.

² 1964 factors are presently available only through April 1964.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	\bar{I}/\bar{C}	MCD	Average duration of run				
									CI	I	C	MCD	
	All stores												
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62	
Durable-goods stores, total.....	7.48	6.12	27.6	1.79	1.56	.87	1.79	2	2.25	1.49	9.54	3.24	
Nondurable-goods stores, total.....	8.05	5.98	34.8	.68	.58	.35	1.66	2	1.82	1.63	31.00	3.42	
Food group.....	5.88	2.39	9.6	.72	.61	.34	1.79	2	1.72	1.43	31.00	4.92	
Grocery stores.....	6.03	2.22	9.0	.73	.63	.38	1.66	2	1.72	1.41	62.00	4.56	
Eating and drinking places.....	5.23	3.69	20.1	.86	.78	.35	2.23	3	2.14	1.65	10.33	5.08	
General merchandise group.....	17.39	15.30	101.8	1.34	1.24	.40	3.10	3	1.82	1.68	13.78	2.84	
Department stores.....	17.62	15.98	105.1	1.63	1.50	.46	3.26	3	1.72	1.48	12.40	2.60	
Variety stores.....	19.33	18.92	129.7	1.65	1.58	.47	3.36	4	1.77	1.55	15.50	5.04	
Mail order houses (department store merchandise).....	16.33	14.40	84.0	2.15	2.10	.61	3.44	3	1.72	1.59	31.00	4.69	
Apparel group.....	17.26	17.22	97.0	1.81	1.72	.47	3.66	4	1.63	1.55	13.78	4.17	
Men's, boys' wear stores.....	22.06	20.24	120.5	2.68	2.43	.81	3.00	4	1.82	1.59	8.86	3.36	
Women's apparel, accessory stores.....	18.56	16.67	91.5	1.84	1.75	.56	3.13	4	1.70	1.53	12.40	4.65	
Shoe stores.....	19.07	17.62	57.7	2.66	2.57	.63	4.08	4	1.75	1.63	8.27	3.56	
Furniture and appliance group.....	18.30	8.00	44.4	1.24	1.14	.50	2.28	3	1.91	1.43	13.78	4.88	
Furniture, home furnishings stores.....	8.89	7.93	41.3	1.45	1.27	.57	2.23	3	2.14	1.48	13.78	4.52	
Household appliance, TV, radio stores.....	9.86	8.87	51.9	1.78	1.60	.71	2.25	3	1.85	1.61	9.54	4.52	
Lumber, building, hardware, farm equipment group.....	18.87	8.78	48.1	1.81	1.62	.59	2.75	4	2.00	1.77	8.27	3.90	
Lumber yards, building materials dealers.....	9.04	8.58	45.2	1.89	1.71	.72	2.38	3	1.77	1.55	8.86	4.07	
Hardware stores.....	12.43	10.92	53.1	1.68	1.58	.49	3.22	4	1.97	1.97	6.53	4.48	
Automotive group ²	7.45	35.87	328.1	3.09	2.72	1.26	2.16	3	2.10	1.46	7.29	3.70	
Passenger car, other automotive dealers.....	7.54	5.18	29.0	2.84	2.48	1.17	2.12	3	2.03	1.46	9.54	3.30	
Tire, battery, accessory dealers.....	12.41	10.16	47.3	2.45	2.18	.94	2.32	3	1.91	1.61	9.54	3.94	
Gasoline service stations.....	4.32	2.68	13.3	.85	.63	.52	1.21	2	2.10	1.65	62.00	4.24	
Drug and proprietary stores.....	6.87	5.99	32.0	1.00	.85	.48	1.77	2	2.38	1.72	10.33	3.84	
Liquor stores.....	11.76	9.15	59.8	1.27	1.12	.59	1.90	2	2.10	1.49	13.78	4.10	
	Group II stores												
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80	
Grocery stores.....	7.95	2.26	9.6	1.06	.94	.54	1.74	2	1.91	1.43	41.33	4.24	
Eating and drinking places.....	4.44	2.86	14.7	1.49	1.43	.61	2.34	3	2.32	2.08	13.67	5.76	
General merchandise group.....	17.27	16.00	103.6	2.00	1.93	.75	2.57	3	1.63	1.63	14.88	3.77	
Department stores.....	17.13	15.26	98.5	2.45	2.30	.71	3.24	3	1.66	1.46	12.30	3.18	
Variety stores.....	20.32	20.07	134.6	1.64	1.62	.41	3.95	4	1.84	1.60	12.30	5.45	
Apparel group.....	21.88	20.17	99.5	2.65	2.49	.72	3.46	4	1.70	1.53	9.15	4.00	
Men's, boys' wear stores.....	26.73	24.88	132.5	4.72	4.75	1.07	4.44	5	2.28	2.12	9.46	7.93	
Women's apparel, accessory stores.....	20.91	19.42	109.3	2.45	2.30	.62	3.71	4	1.89	1.81	10.25	5.00	
Shoe stores.....	22.54	20.59	67.5	3.59	3.53	.62	5.69	6	1.62	1.58	11.18	7.87	
Tire, battery, accessory dealers.....	14.32	13.58	61.5	2.85	2.71	.83	3.27	4	1.86	1.76	9.46	4.80	
Drug and proprietary stores.....	10.52	9.39	60.6	1.64	1.46	.60	2.43	3	2.16	1.84	20.50	12.10	

¹ For the group totals, measures shown refer to data after adjustment for trading days.

² Measures shown for passenger car dealers include an adjustment to eliminate the effect of the 1959 steel strike. The automotive group total has not been adjusted in this manner.

³ For the automotive group, measures shown refer to data before adjustment for trading days.

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc. New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series \bar{CI} , irregular component \bar{I} , cyclical component \bar{C} , and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of \bar{CI} is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for \bar{I} and 9.54 for \bar{C} indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for \bar{CI} to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS

FIRST CLASS MAIL

381
Un 331 no 2
sup

Comm

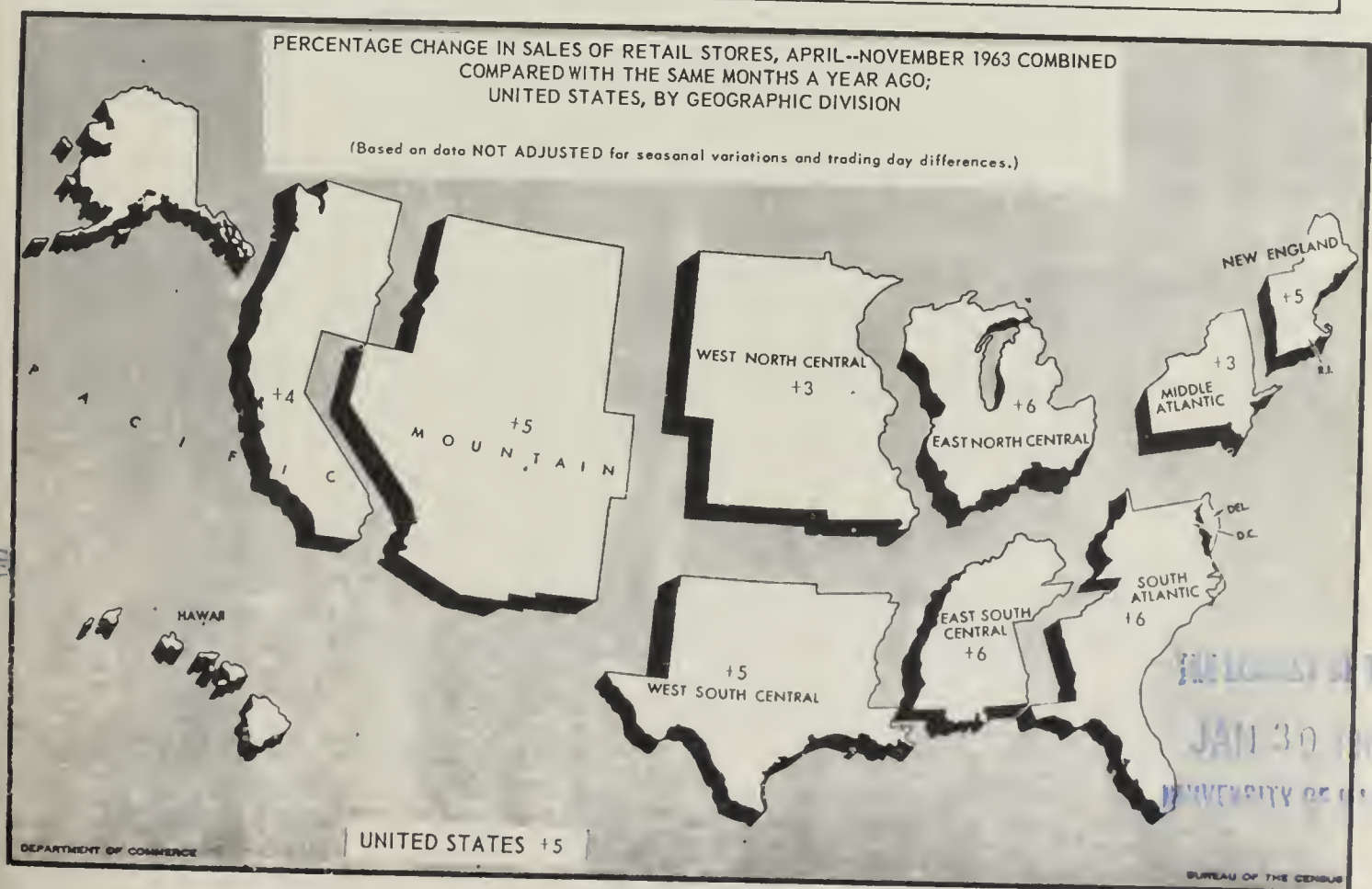


For release
January 20, 1964

BR-63-11-Supp.

Retail Sales: November 1963

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)



For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: NOVEMBER 1962 AND NOVEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1963											1962		Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Apr.-Nov. 1963 from--		Nov. 1962 to Nov. 1963
														Apr.-Nov. 1962	Nov. 1962	Oct. 1963
UNITED STATES, TOTAL.....	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,555	20,911	24,127	+5	+3	0
Durable-goods stores, total....	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	7,038	6,742	6,766	+7	+4	-7
Nondurable-goods stores, total.	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,517	14,169	17,361	+3	+2	+4
Food group.....	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,165	4,917	5,237	+3	+5	+5
Grocery stores.....	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,699	4,456	4,732	+3	+5	+6
Eating and drinking places.....	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,485	1,445	1,479	+4	+3	-5
GAF ² , total.....	3,572	3,234	3,994	4,421	4,375	4,347	4,104	4,624	4,436	4,727	5,144	5,051	7,462	+4	+2	+9
General merchandise group.....	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,465	2,295	2,441	2,754	2,711	4,119	+5	+2	+13
Department stores.....	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,351	1,417	1,605	1,575	2,422	+6	+2	+13
Apparel group.....	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,292	1,320	2,127	0	-2	+8
Furniture and appliance group....	830	781	838	854	934	933	965	992	980	1,095	1,098	1,020	1,216	+8	+2	0
Lumber, bldg., hdwe., farm equip. gp..	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,354	1,271	1,190	+4	+7	-11
Automotive group.....	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,968	3,869	3,434	+7	+3	-10
Gasoline service stations.....	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,634	1,561	1,629	+3	+5	-1
Drug and proprietary stores.....	649	641	667	652	676	664	660	680	647	667	667	660	880	+2	+1	0
THE NORTHEASTERN STATES, TOTAL....	4,752	4,366	5,018	5,274	5,494	5,287	5,213	5,262	4,837	5,390	5,500	5,471	6,294	+4	+1	+2
Durable-goods stores, total....	1,327	1,194	1,454	1,672	1,760	1,632	1,598	1,458	1,257	1,679	1,593	1,606	1,574	+5	-1	-5
Nondurable-goods stores, total.	3,425	3,172	3,564	3,602	3,734	3,655	3,615	3,804	3,580	3,711	3,907	3,865	4,720	+3	+1	+5
Food group.....	1,326	1,263	1,394	1,310	1,422	1,381	1,434	1,482	1,318	1,367	1,443	1,383	1,453	+3	+4	+6
Grocery stores.....	1,114	1,059	1,173	1,092	1,189	1,153	1,167	1,243	1,094	1,142	1,209	1,160	1,210	+3	+4	+6
Eating and drinking places.....	407	376	425	439	477	493	507	524	472	485	452	441	451	+3	+2	-7
GAF ² , total.....	1,000	879	1,085	1,222	1,220	1,218	1,104	1,222	1,215	1,286	1,407	1,457	2,080	+1	-3	+9
General merchandise group.....	421	380	485	549	554	567	508	572	564	594	679	683	1,028	+4	-1	+14
Department stores.....	258	226	302	345	344	353	298	342	350	361	413	419	648	+5	-1	+14
Apparel group.....	335	273	361	425	389	390	320	362	388	388	414	446	679	-2	-7	+7
Furniture and appliance group....														0	-4	+3
Lumber, bldg., hdwe., farm equip. gp..																-15
Gasoline service stations.....	281	259	292	296	304	305	325	322	298	303	304	295	298	+2	+3	0
Drug and proprietary stores.....	149	146	150	148	151	152	154	159	152	154	153	151	193	+3	+1	-1
THE NORTH CENTRAL STATES, TOTAL....	5,242	4,913	5,674	6,110	6,294	6,216	6,110	6,237	5,819	6,616	6,535	6,316	7,082	+5	+3	-1
Durable-goods stores, total....	1,583	1,534	1,844	2,102	2,138	2,150	2,132	1,996	1,899	2,437	2,195	2,097	2,018	+8	+5	-10
Nondurable-goods stores, total.	3,659	3,379	3,830	4,008	4,156	4,066	3,978	4,241	3,920	4,179	4,340	4,219	5,064	+3	+3	+4
Food group.....	1,326	1,251	1,371	1,303	1,411	1,401	1,368	1,456	1,303	1,379	1,449	1,375	1,469	+3	+5	+5
Grocery stores.....	1,219	1,152	1,268	1,194	1,289	1,281	1,256	1,335	1,193	1,261	1,330	1,255	1,339	+3	+6	+5
Eating and drinking places.....	390	369	415	435	473	480	491	507	463	475	455	437	436	+5	+4	-4
GAF ² , total.....	995	906	1,150	1,287	1,264	1,269	1,197	1,363	1,329	1,408	1,561	1,478	2,139	+7	+6	+11
General merchandise group.....	533	497	648	731	717	723	661	783	740	777	842	785	1,285	+5	+2	+15
Department stores.....	310	279	375	419	423	410	387	458	439	453	506	512	776	+5	-1	+12
Apparel group.....	248	205	277	320	298	286	257	298	289	298	344	338	535	+2	+2	+15
Furniture and appliance group....	214	204	225	236	249	260	279	282	300	333	325	265	319	+20	+23	-2
Lumber, bldg., hdwe., farm equip. gp..	304	301	385	496	519	535	535	555	584	622	540	492	448	+7	+10	-13
Automotive group.....	940	904	1,103	1,244	1,217	1,206	1,177	1,013	846	1,315	1,157	1,166	1,001	+6	-1	-12
Gasoline service stations.....	523	455	489	511	526	531	541	547	505	542	535	512	540	+3	+4	-1
Drug and proprietary stores.....	196	192	202	192	199	193	198	203	199	206	209	206	273	+2	+1	+1
THE SOUTH, TOTAL.....	4,933	4,685	5,398	5,544	5,691	5,523	5,443	5,663	5,102	5,668	5,686	5,423	6,391	+5	+5	0
Durable-goods stores, total....	1,685	1,649	1,878	1,971	2,038	1,972	1,911	1,845	1,692	2,056	1,922	1,819	1,715	+7	+6	-7
Nondurable-goods stores, total.	3,248	3,036	3,520	3,573	3,653	3,551	3,532	3,818	3,410	3,612	3,764	3,604	4,676	+4	+4	+4
Food group.....	1,225	1,147	1,311	1,235	1,347	1,316	1,325	1,428	1,232	1,307	1,373	1,290	1,382	+4	+6	+5
Grocery stores.....	1,171	1,093	1,254	1,173	1,280	1,251	1,259	1,360	1,177	1,247	1,316	1,234	1,320	+4	+7	+6
Eating and drinking places.....	282	269	307	316	329	329	344	351	309	316	312	299	308	+3	+4	-1
GAF ² , total.....	938	862	1,073	1,176	1,139	1,114	1,070	1,231	1,127	1,201	1,292	1,252	1,925	+4	+3	+8
General merchandise group.....	467	437	568	613	593	584	553	647	571	623	689	648	1,026	+7	+6	+11
Department stores.....	234	210	288	291	288	290	273	319	288	311	349	343	523	+3	+2	+12
Apparel group.....	258	225	290	347	305	284	277	333	310	327	348	355	589	0	-2	+6
Furniture and appliance group....	213	200	215	216	241	246	240	251	246	251	255	249	310	+2	+2	+2
Lumber, bldg., hdwe., farm equip. gp..	266	265	333	387	388	358	365	361	340	371	337	326	302	0	+3	-9
Automotive group.....	1,086	1,067	1,208	1,244	1,256	1,224	1,169	1,085	955	1,295	1,177	1,099	1,064	+11	+7	-9
Gasoline service stations.....	441	412	455	459	474	480	497	514	469	473	474	445	473	+4	+7	0
Drug and proprietary stores.....	175	178	184	181	187	182	175	179	167	172	174	171	218	+1	+2	+1
THE WEST, TOTAL.....	3,334	3,123	3,563	3,590	3,749	3,711	3,774	3,856	3,509	3,854	3,834	3,701	4,360	+4	+4	-1
Durable-goods stores, total....	1,100	1,055	1,207	1,237	1,303	1,290	1,335	1,257	1,151	1,427	1,328	1,220	1,259	+6	+9	-7
Nondurable-goods stores, total.	2,234	2,068	2,356	2,353	2,446	2,421	2,439	2,599	2,358	2,427	2,506	2,481	3,101	+3	+1	+3
Food group.....	861	806	900	829	886	859	876	952	831	857	900	869	933	+1	+4	+5
Grocery stores.....	799	744	836	764	820	798	820	890	774	799	844	807	863	+2	+5	+6
Eating and drinking places.....	255	240	274	273	283	290	304	316	282	280	266	268	284	+6	-1	-5
GAF ² , total.....	639	587	686	736	752	746	733	808	765	832	884	864	1,318	+5	+2	+6
General merchandise group.....	335	313	374	406	414	413	407	463	420	447	494	505	780	+5	-2	+11
Department stores.....														+9	+1	+12
Apparel group.....	145	123	153	176	171	167	156	174	174	178	186	181	324	+1	+3	+4
Furniture and appliance group....														+12	+15	-9
Gasoline service stations.....														+4	+4	-3
Drug and proprietary stores.....														0	-1	-3

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: NOVEMBER 1962 TO NOVEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1963												1962		Percentage change			
															Apr.-Nov. 1963 from--		Nov. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Apr.-Nov. 1962	Nov. 1962	Oct. 1963		
New England Division, total.....	1,207	1,074	1,196	1,278	1,348	1,311	1,311	1,325	1,170	1,289	1,307	1,346	1,569	+5	-3	+1		
Durable-goods stores.....	348	302	355	438	472	449	423	397	318	412	388	389	409	+10	0	-6		
Nondurable-goods stores.....	859	772	841	840	876	862	888	933	852	877	919	957	1,160	+2	-4	+5		
Food group.....	330	305	337	315	345	338	368	370	317	321	335	348	358	+3	-4	+4		
GAF ² , total.....	228	194	231	270	272	272	242	284	258	269	298	325	470	-3	-8	+11		
General merchandise group.....	C												-1	-10	+12			
Middle Atlantic Division, total....	3,545	3,292	3,822	3,996	4,146	3,976	3,902	3,937	3,667	4,101	4,193	4,125	4,725	+3	+2	+2		
Durable-goods stores.....	979	892	1,099	1,234	1,288	1,183	1,175	1,066	939	1,267	1,205	1,217	1,165	+4	-1	-5		
Nondurable-goods stores.....	2,566	2,400	2,723	2,762	2,858	2,793	2,727	2,871	2,728	2,834	2,988	2,908	3,560	+3	+3	+5		
GAF ² , total.....	772	685	854	952	948	946	862	938	957	1,017	1,109	1,132	1,610	+2	-2	+9		
General merchandise group.....	325	296	380	426	431	439	393	435	443	468	538	526	793	+6	+2	+15		
East North Central Division, total..	3,724	3,481	4,013	4,302	4,427	4,366	4,289	4,401	4,095	4,657	4,630	4,447	5,031	+6	+4	-1		
Durable-goods stores.....	1,088	1,045	1,255	1,451	1,470	1,478	1,474	1,365	1,283	1,676	1,490	1,419	1,363	+11	+5	-11		
Nondurable-goods stores.....	2,636	2,436	2,758	2,851	2,957	2,888	2,815	3,036	2,812	2,981	3,140	3,028	3,668	+3	+4	+5		
Food group.....	988	932	1,024	968	1,049	1,035	1,007	1,080	964	1,017	1,078	1,020	1,094	+3	+6	+6		
GAF ² , total.....	720	658	834	932	920	922	869	1,001	973	1,030	1,153	1,077	1,567	+8	+7	+12		
General merchandise group.....	378	359	463	517	515	519	472	565	538	566	661	637	928	+6	+4	+17		
West North Central Division, total..	1,518	1,432	1,661	1,808	1,867	1,850	1,821	1,836	1,724	1,959	1,905	1,869	2,051	+3	+2	-3		
Durable-goods stores.....	495	489	589	651	668	672	658	631	616	761	705	678	655	+3	+4	-7		
Nondurable-goods stores.....	1,023	943	1,072	1,157	1,199	1,178	1,163	1,205	1,108	1,198	1,200	1,191	1,396	+3	+1	0		
Food group.....	338	319	347	335	362	366	361	376	339	362	371	355	375	+1	+5	+2		
GAF ² , total.....	275	248	316	355	344	347	328	362	356	378	408	401	572	+4	+2	+8		
General merchandise group.....	155	138	185	214	202	204	189	218	202	211	231	238	357	+10	-3	+9		
South Atlantic Division, total.....	2,460	2,293	2,646	2,734	2,776	2,700	2,637	2,749	2,438	2,740	2,790	2,699	3,206	+6	+3	+2		
Durable-goods stores.....	810	769	888	950	967	936	908	860	780	975	927	865	913	+10	+7	-5		
Nondurable-goods stores.....	1,650	1,524	1,758	1,784	1,809	1,764	1,729	1,889	1,658	1,765	1,863	1,834	2,293	+4	+2	+6		
GAF ² , total.....	495	449	557	597	565	565	533	617	573	598	649	645	1,009	+4	+1	+9		
General merchandise group.....	254	235	307	322	306	304	283	334	293	317	353	340	543	+8	+4	+11		
East South Central Division, total..	898	853	992	1,039	1,061	1,019	994	1,055	983	1,093	1,077	999	1,205	+6	+8	-1		
Nondurable-goods stores.....	583	551	648	670	694	648	651	707	658	698	724	661	831	+7	+10	+4		
Food group.....	C												+9	+10	+5			
GAF ² , total.....	165	158	204	228	224	210	202	234	220	238	254	233	360	+4	+9	+7		
General merchandise group.....	84	81	109	121	117	113	109	124	116	128	142	122	198	+10	+16	+11		
West South Central Division, total..	1,575	1,539	1,760	1,771	1,854	1,804	1,812	1,859	1,681	1,835	1,819	1,725	1,980	+5	+5	-1		
Durable-goods stores.....	C												+5	+6	-6			
Nondurable-goods stores.....	1,015	961	1,114	1,119	1,150	1,139	1,152	1,222	1,094	1,149	1,177	1,109	1,352	+5	+6	+2		
Food group.....	C												+6	+7	+3			
GAF ² , total.....	278	255	312	351	350	339	335	380	334	365	389	374	556	+3	+4	+7		
General merchandise group.....	129	121	152	170	170	167	161	189	162	178	194	186	285	+5	+4	+9		
Mountain Division, total.....	730	690	833	850	877	878	944	936	839	912	911	796	946	+5	+14	0		
Nondurable-goods stores.....	501	468	566	568	581	578	596	625	555	550	559	557	680	+1	0	+2		
Food group.....	C												-1	-5	+4			
GAF ² , total.....	120	113	133	147	153	147	149	164	150	163	170	160	252	+4	+6	+4		
General merchandise group.....	61	60	72	84	88	83	82	95	78	85	91	91	147	+3	0	+7		
Pacific Division, total.....	2,604	2,433	2,730	2,740	2,872	2,833	2,830	2,920	2,670	2,942	2,923	2,905	3,414	+4	+1	-1		
Durable-goods stores.....	871	833	940	955	1,007	990	987	946	867	1,065	976	981	993	+4	-1	-8		
Nondurable-goods stores.....	1,733	1,600	1,790	1,785	1,865	1,843	1,843	1,974	1,803	1,877	1,947	1,924	2,421	+3	+1	+4		
Food group.....	665	623	690	636	683	658	673	733	634	655	690	669	720	+2	+3	+5		
GAF ² , total.....	519	474	553	589	599	599	584	644	615	669	714	704	1,066	+6	+1	+7		

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to Table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: NOVEMBER 1962 TO NOVEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1963											1962		Percentage change		
														Apr.-Nov. 1963 from--		Nov. 1963 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Apr.-Nov. 1962	Nov. 1962	Oct. 1963
California.....	2,009	1,898	2,111	2,113	2,204	2,156	2,140	2,192	2,011	2,248	2,247	2,251	2,631	+3	0	0
Illinois.....	1,100	1,026	1,203	1,275	1,290	1,235	1,193	1,234	1,172	1,332	1,373	1,316	1,528	+4	+4	+3
Massachusetts.....	603	535	595	624	662	636	606	607	549	607	616	672	785	+3	-8	+1
Michigan.....	805	745	846	909	947	936	945	953	859	981	968	963	1,073	+4	+1	-1
New Jersey.....	670	635	744	770	780	752	749	735	675	780	802	762	856	+5	+5	+3
New York.....	1,825	1,690	1,921	1,996	2,075	1,992	1,940	1,997	1,892	2,081	2,134	2,107	2,441	+4	+1	+3
Ohio.....	920	871	1,006	1,072	1,100	1,087	1,088	1,135	1,074	1,212	1,202	1,135	1,268	+6	+6	-1
Pennsylvania.....	1,050	967	1,157	1,230	1,291	1,232	1,213	1,205	1,100	1,240	1,257	1,256	1,428	+2	0	+1
Texas.....	959	959	1,084	1,097	1,149	1,104	1,088	1,130	1,013	1,107	1,096	1,061	1,199	+2	+3	-1

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: NOVEMBER 1962 TO NOVEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1963											1962		Percentage change		
														Apr.-Nov. 1963 from--		Nov. 1963 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Apr.-Nov. 1962	Nov. 1962	Oct. 1963
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	767	731	878	915	913	884	837	869	818	928	962	947	1,104	+2	+2	+4
GAF ³							C							+7	+7	+13
New York-Northeastern N. Y., total.....	1,661	1,550	1,768	1,813	1,864	1,778	1,693	1,693	1,635	1,838	1,893	1,861	2,147	+4	+2	+3
GAF ³	396	343	424	463	457	461	413	445	484	505	541	552	767	+3	-2	+7
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	706	669	808	843	841	810	765	797	753	847	892	872	1,025	+2	+2	+5
GAF ³							C							+8	+8	+15
Detroit, Mich., total.....							C							+5	0	-1
GAF ³							C							+9	+10	+12
Los Angeles, Calif., total.....	923	847	947	945	978	953	965	989	918	1,039	1,041	1,035	1,232	+4	+1	0
GAF ³							C							+8	+6	+10
New York, N. Y., total.....	1,195	1,106	1,240	1,270	1,312	1,250	1,204	1,220	1,191	1,312	1,361	1,342	1,568	+4	+1	+4
GAF ³							C							+3	-3	+6
Philadelphia, Pa., total.....							C							+3	+6	+2
GAF ³							C							+2	+1	+10

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

Percent change over 2 consecutive months²

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS
FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

Comm



For release
February 11, 1964

U.S. DEPARTMENT OF COMMERCE. Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

BR-63-12

Retail Sales and End-of-Month Accounts Receivable: December 1963

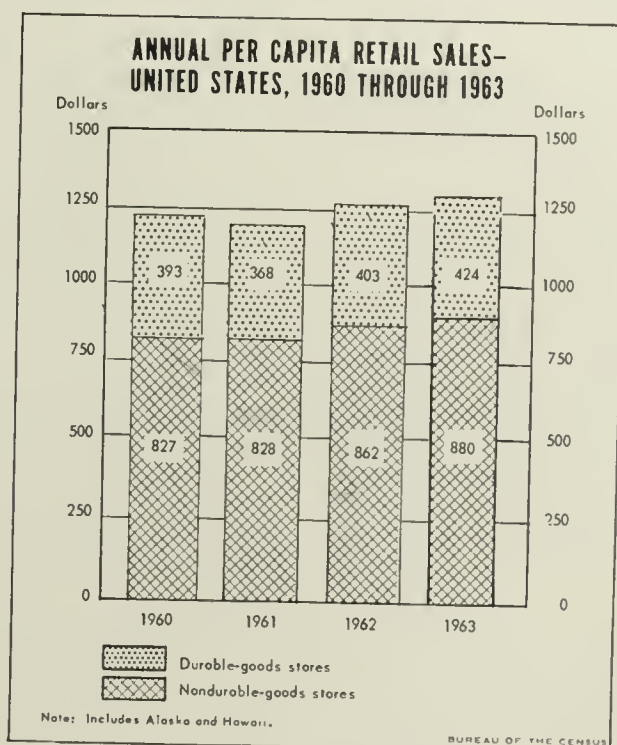
SALES

Total 1963 annual sales of all retail stores in the United States were estimated at \$246.4 billion, 5 percent above the \$235.4 billion estimated for 1962. Annual sales of durable-goods stores increased 7 percent over the previous year while those of nondurable-goods stores rose 4 percent above 1962. All major kinds-of-business groups showed percentage increases in comparison to 1962 levels with both the automotive and furniture and appliance groups recording the largest increase (+7%), followed by the general merchandise group (+6%), eating and drinking places (+4%), the food group and the lumber, building, hardware, farm equipment group (+3% each) and the apparel group (+1%).

Sales of all retail stores for the month of December 1963 were estimated at \$25.1 billion, 17 percent above sales for November 1963 and 4 percent higher than December 1962. After adjustment for seasonal variations and trading day differences but not for price changes, December 1963 sales amounted to \$21.1 billion, about 3 percent above sales for the previous month and 4 percent over the corresponding month in 1962. Adjusted sales of durable-goods stores in December 1963 were 1 percent higher than the previous month and 5 percent higher than December a year ago. Adjusted sales of nondurable-goods stores for December 1963 increased 3 percent from November and were 4 percent higher than December 1962.

Based on adjusted data, the automotive and furniture and appliance groups showed 4 percent increases for December as compared with November among the durable-goods stores, while the lumber, building, hardware, farm equipment group reported a 7 percent decrease. In the nondurable-goods category, the apparel and general merchandise groups reported the greatest gains in December, 9 percent and 7 percent respectively, while the food group and eating and drinking places each increased 1 percent from November 1963.

Compared with December 1962, adjusted sales of all major kinds-of-business groups increased except those of the lumber, building, hardware, farm equipment group which remained virtually unchanged. The furniture and appliance group, with an increase of 11 percent, recorded the largest increase over the same month a year ago.



ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.5 billion in total accounts receivable balances owed by customers as of December 31, 1963. This amount was 8 percent higher than the \$14.4 billion reported as of November 30, 1963 and about 8 percent higher than the \$14.3 billion outstanding at the end of December a year ago. The increase in total credit balances from November 1963, based on data not adjusted for seasonal variations, reflected a 9 percent increase in installment balances and a 6 percent increase in charge account balances. Compared with December a year ago, installment account balances increased 11 percent while charge account balances increased 6 percent.

Total receivable balances of durable-goods stores were 2 percent higher than those for the previous month and 6 percent above those at the end of December 1962. Nondurable-goods stores reported a 12 percent increase in total credit outstanding from the November 30, 1963 total and a 10 percent increase over the total outstanding at the end of December 1962.

Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: 1962

(Millions of dollars)

Kind of business	Total 1962	1962											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Data NOT ADJUSTED for seasonal variations or trading day differences													
United States, total.....	235,351	17,007	16,042	19,036	19,251	20,226	20,254	19,138	19,920	18,863	20,676	20,911	24,127
Durable-goods stores, total.....	74,942	5,174	4,980	6,139	6,284	6,828	6,786	6,330	6,321	5,604	6,988	6,742	6,766
Nondurable-goods stores, total.....	160,409	11,833	11,062	12,897	12,967	13,398	13,468	12,808	13,599	13,259	13,588	14,169	17,361
Food group.....	57,609	4,470	4,314	4,971	4,520	4,791	5,033	4,733	4,997	4,823	4,803	4,917	5,237
Grocery stores.....	52,124	4,043	3,902	4,522	4,073	4,326	4,563	4,267	4,521	4,369	4,350	4,456	4,732
Meat markets.....	1,492	120	118	126	120	128	127	122	125	121	124	127	134
Bakery products stores.....	1,073	87	80	90	86	85	88	84	89	90	95	97	102
Eating and drinking places.....	17,305	1,272	1,185	1,336	1,371	1,486	1,537	1,566	1,630	1,513	1,485	1,445	1,479
Eating places.....	12,023	866	804	917	955	1,041	1,086	1,106	1,152	1,062	1,030	994	1,010
Restaurants, cafeterias, lunchrooms.....	9,853	731	679	764	779	836	867	884	928	868	849	825	843
Drinking places.....	5,282	406	381	419	416	445	451	460	478	451	455	451	469
General merchandise group.....	27,206	1,632	1,513	1,966	2,152	2,201	2,141	1,926	2,241	2,232	2,372	2,711	4,119
Department stores and dry goods, general merchandise stores.....	19,467	1,164	1,044	1,399	1,530	1,574	1,539	1,365	1,584	1,613	1,724	1,959	2,972
Department stores.....	15,782	945	850	1,146	1,248	1,282	1,262	1,106	1,266	1,303	1,377	1,575	2,422
Variety stores.....	4,457	249	265	324	363	351	352	323	367	352	360	400	751
Mail order houses (department store merchandise).....	2,024	131	121	145	156	163	137	131	180	165	183	245	267
Apparel group.....	14,338	948	795	1,063	1,307	1,183	1,121	971	1,096	1,193	1,214	1,320	2,127
Men's, boys' wear stores ¹	2,740	196	149	186	221	221	233	185	192	206	226	258	467
Men's, boys' clothing, furnishings stores.....	2,670	191	145	182	217	217	229	180	187	199	217	250	456
Women's apparel, accessory stores ²	5,476	361	312	418	496	463	407	368	414	455	468	513	801
Women's ready-to-wear stores.....	4,782	308	270	363	431	403	356	322	363	405	413	450	698
Family clothing stores.....	2,920	184	155	217	262	239	228	194	216	232	248	280	465
Shoe stores ³	2,510	166	145	196	270	209	206	176	208	228	205	203	298
Furniture and appliance group.....	10,814	781	725	814	789	876	894	873	948	916	962	1,020	1,216
Furniture, home furnishings stores.....	6,997	492	461	532	529	577	580	573	625	598	627	658	745
Furniture stores.....	5,126	357	328	373	368	423	425	429	472	448	462	478	563
Household appliance, TV, radio stores.....	3,817	289	264	282	260	299	314	300	323	318	335	362	471
Household appliance dealers.....	2,929	219	198	213	202	239	252	242	253	245	250	270	346
Lumber, building, hardware, farm equipment group.....	15,068	885	873	1,105	1,287	1,428	1,434	1,397	1,435	1,343	1,420	1,271	1,190
Lumber yards, building materials dealers ⁴	8,738	522	501	623	728	814	829	850	874	782	846	760	609
Lumber yards.....	5,738	328	314	389	467	535	558	572	595	522	560	500	398
Hardware stores.....	2,628	165	151	193	222	249	239	220	222	217	222	216	312
Automotive group.....	42,794	3,106	2,994	3,780	3,763	4,026	3,944	3,567	3,421	2,808	4,082	3,869	3,434
Passenger car, other automotive dealers.....	40,126	2,931	2,832	3,579	3,544	3,786	3,697	3,334	3,194	2,599	3,850	3,641	3,139
Passenger car dealers.....	38,748	2,855	2,750	3,477	3,421	3,648	3,532	3,177	3,062	2,495	3,736	3,542	3,053
Passenger car dealers (franchised).....	34,976	2,612	2,507	3,143	3,078	3,292	3,174	2,838	2,716	2,199	3,404	3,229	2,784
Tire, battery, accessory dealers.....	2,668	175	162	201	219	240	247	233	227	209	232	228	295
Gasoline service stations.....	18,645	1,447	1,333	1,487	1,511	1,577	1,623	1,647	1,662	1,564	1,604	1,561	1,629
Drug and proprietary stores.....	8,032	651	622	657	643	669	667	646	658	632	647	660	880
Drug stores.....	7,742	629	602	636	622	647	642	619	632	606	623	636	848
Liquor stores.....	5,401	391	372	408	402	424	435	437	461	436	447	488	700
Data ADJUSTED for seasonal variations and trading day differences													
United States, total.....		18,990	19,139	19,320	19,389	19,585	19,311	19,658	19,671	19,844	19,837	20,112	20,253
Durable-goods stores, total.....		5,964	6,081	6,186	6,119	6,258	6,123	6,305	6,219	6,273	6,353	6,437	6,488
Nondurable-goods stores, total.....		13,026	13,058	13,134	13,270	13,327	13,188	13,353	13,452	13,571	13,484	13,675	13,765
Food group.....		4,691	4,734	4,739	4,763	4,779	4,771	4,833	4,848	4,877	4,881	4,860	4,908
Grocery stores.....		4,236	4,281	4,285	4,303	4,320	4,314	4,374	4,388	4,419	4,427	4,401	4,445
Eating and drinking places.....		1,405	1,415	1,420	1,420	1,443	1,446	1,426	1,461	1,458	1,456	1,471	1,473
General merchandise group.....		2,176	2,163	2,197	2,236	2,259	2,209	2,263	2,279	2,321	2,270	2,354	2,348
Department stores.....		1,271	1,262	1,289	1,303	1,316	1,291	1,317	1,308	1,338	1,300	1,347	1,361
Variety stores.....		360	363	368	372	375	369	371	373	377	371	374	374
Mail order houses (department store merchandise).....		165	162	160	166	166	166	170	177	180	162	173	172
Apparel group.....		1,181	1,162	1,189	1,210	1,196	1,131	1,189	1,200	1,202	1,178	1,220	1,241
Men's, boys' wear stores ¹		223	217	234	230	229	210	227	230	234	226	233	238
Women's apparel, accessory stores ²		446	439	450	459	453	441	455	456	461	452	472	471
Shoe stores ³		213	213	207	219	206	193	202	209	205	205	212	225
Furniture and appliance group.....		891	883	879	885	882	878	899	906	920	910	928	925
Furniture, home furnishings stores.....		573	564	578	577	569	575	590	590	605	583	592	592
Household appliance, TV, radio stores.....		318	319	311	308	313	303	309	316	315	327	336	333
Lumber, building, hardware, farm equipment group.....		1,223	1,252	1,226	1,237	1,266	1,242	1,245	1,254	1,274	1,256	1,272	1,293
Lumber yards, building materials dealers ⁴		718	729	722	726	739	735	742	723	733	717	721	710
Hardware stores.....		215	212	216	215	216	213	212	216	219	222	221	240
Automotive group.....		3,361	3,456	3,555	3,478	3,594	3,481	3,632	3,528	3,548	3,666	3,704	3,731
Passenger car, other automotive dealers.....		3,138	3,233	3,332	3,257	3,368	3,269	3,416	3,317	3,328	3,443	3,474	3,482
Tire, battery, accessory dealers.....		223	223	223	221	226	212	216	211	220	223	230	239
Gasoline service stations.....		1,530	1,540	1,544	1,545	1,541	1,543	1,544	1,550	1,566	1,571	1,577	1,600
Drug and proprietary stores.....		668	663	663	675	672	671	669	670	661	662	682	677
Liquor stores.....		438	440	434	445	445	444	447	457	457	459	462	464

r Revised May through December.

See additional footnotes at end of table.

Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: 1963

(Millions of dollars)

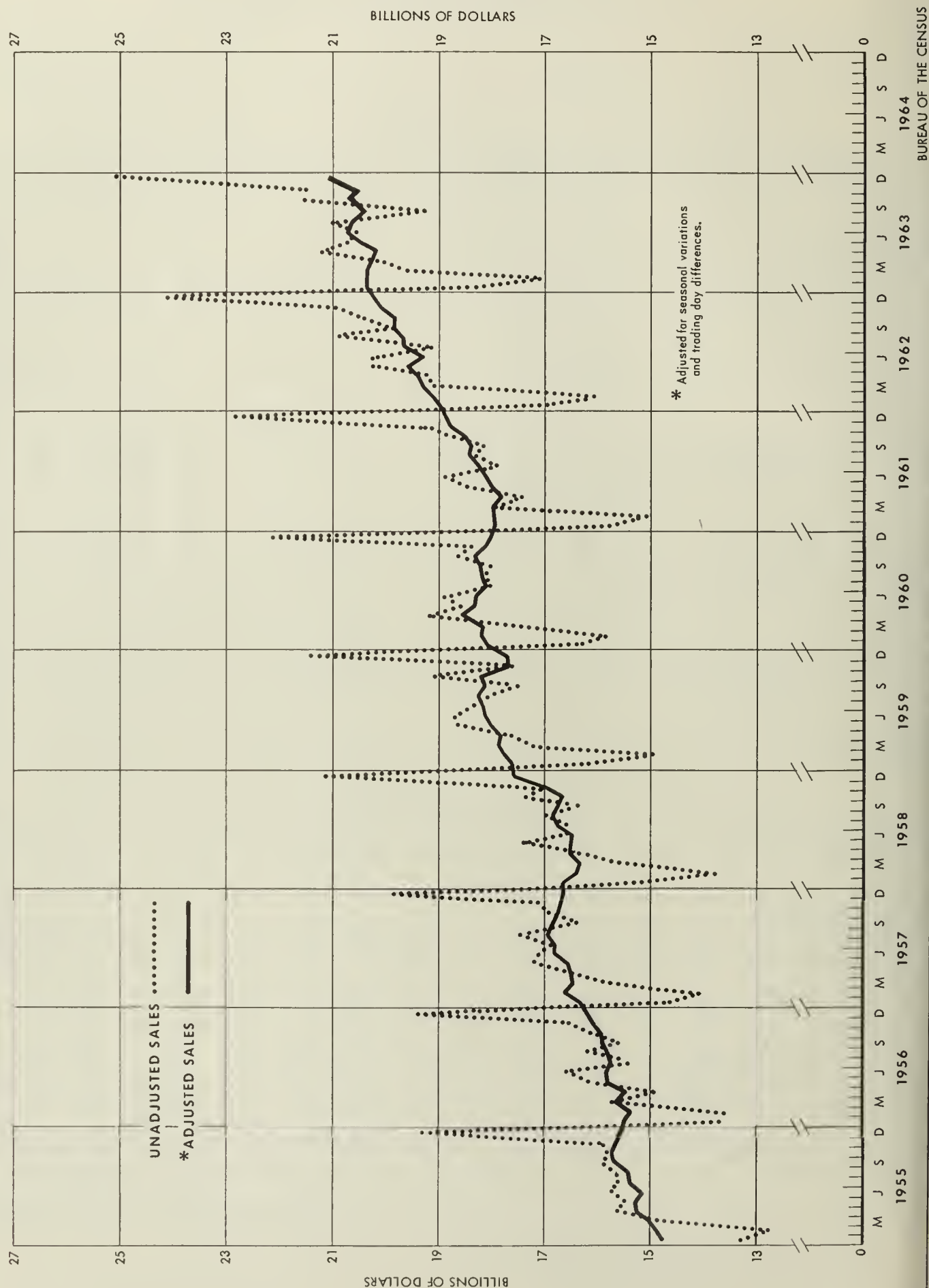
Kind of business	Total 1963	1963											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹
		Data NOT ADJUSTED for seasonal variations or trading day differences											
United States, total.....	246,408	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,077
Durable-goods stores, total.....	80,097	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,207
Nondurable-goods stores, total.....	166,311	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,870
Food group.....	59,121	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,171
Grocery stores.....	53,529	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,651
Meat markets.....	1,503	124	120	126	123	132	124	131	132	118	123	124	126
Bakery products stores.....	1,100	90	83	93	90	90	90	86	93	91	95	97	102
Eating and drinking places.....	18,059	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,521
Eating places.....	12,599	920	859	982	1,027	1,098	1,127	1,159	1,202	1,070	1,083	1,028	1,044
Restaurants, cafeterias, lunchrooms.....	10,319	775	726	818	839	882	896	925	972	870	892	855	869
Drinking places.....	5,460	414	395	439	436	464	465	487	496	456	473	458	477
General merchandise group.....	28,838	1,756	1,627	2,075	2,299	2,278	2,287	2,129	2,465	2,295	2,441	2,752	4,434
Department stores and dry goods, general merchandise stores.....	20,179	1,260	1,134	1,492	1,636	1,638	1,168	1,524	1,769	1,657	1,747	1,969	3,185
Department stores.....	16,751	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,351	1,417	1,603	2,646
Variety stores.....	4,626	259	274	320	384	361	357	341	390	354	378	414	794
Mail order houses (department store merchandise).....	2,232	139	130	159	169	166	150	157	192	181	208	259	322
Apparel group.....	14,468	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,180
Men's, boys' wear stores ²	2,785	204	160	186	224	218	239	200	209	203	218	254	470
Men's, boys' clothing, furnishings stores.....	2,702	197	155	180	216	211	233	194	203	197	210	246	460
Women's apparel, accessory stores ³	5,600	377	326	428	482	460	421	390	446	448	472	509	841
Women's ready-to-wear stores.....	4,928	329	286	382	424	402	372	342	394	399	418	446	734
Family clothing stores.....	2,929	190	157	212	247	229	224	196	238	231	247	282	476
Shoe stores.....	2,489	165	147	205	259	210	202	179	212	214	197	202	297
Furniture and appliance group.....	11,619	830	781	838	854	934	933	965	992	980	1,095	1,077	1,340
Furniture, home furnishings stores.....	7,460	517	502	543	574	612	599	608	651	647	719	703	785
Furniture stores.....	5,455	374	356	387	404	448	443	455	496	476	517	509	590
Household appliance, TV, radio stores.....	4,159	313	279	295	280	322	334	357	341	333	376	374	555
Household appliance dealers.....	3,055	228	201	211	206	240	252	271	256	247	273	270	400
Lumber, building, hardware, farm equipment group.....	15,535	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,192
Lumber yards, building materials dealers ⁴	8,927	520	493	604	748	828	819	876	911	842	897	771	618
Lumber yards.....	6,011	347	324	398	498	551	555	600	632	582	608	515	401
Hardware stores.....	2,640	175	156	191	229	240	231	224	227	213	222	231	301
Automotive group.....	45,951	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,682
Passenger car, other automotive dealers.....	43,185	3,309	3,148	3,732	4,033	4,060	3,865	3,746	3,288	2,779	4,148	3,712	3,365
Passenger car dealers ⁵	41,733	3,215	3,043	3,608	3,871	3,905	3,715	3,608	3,151	2,677	4,042	3,613	3,285
Passenger car dealers (franchised).....	38,207	2,921	2,753	3,290	3,546	3,570	3,404	3,313	2,883	2,402	3,745	3,330	3,050
Tire, battery, accessory dealers.....	2,766	178	161	194	229	241	261	257	241	211	239	237	317
Gasoline service stations.....	19,356	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,704
Drug and proprietary stores.....	8,170	649	641	667	652	676	664	660	680	647	667	666	901
Drug stores.....	7,893	630	623	647	632	655	640	636	655	622	643	643	867
Liquor stores.....	5,663	409	386	427	429	458	450	474	489	437	466	510	728
Data ADJUSTED for seasonal variations and trading day differences													
United States, total.....	20,327	20,374	20,350	20,276	20,200	20,486	20,719	20,666	20,426	20,716	20,558	21,091	
Durable-goods stores, total.....	6,624	6,624	6,576	6,646	6,512	6,630	6,773	6,562	6,606	6,941	6,734	6,819	
Nondurable-goods stores, total.....	13,763	13,750	13,774	13,630	13,688	13,856	13,946	14,104	13,820	13,775	13,824	14,272	
Food group.....	4,924	4,894	4,853	4,864	4,890	4,923	5,030	4,996	4,897	4,943	4,973	5,017	
Grocery stores.....	4,463	4,433	4,399	4,400	4,414	4,456	4,540	4,527	4,441	4,484	4,512	4,540	
Eating and drinking places.....	1,480	1,496	1,507	1,518	1,504	1,511	1,497	1,519	1,470	1,530	1,506	1,520	
General merchandise group.....	2,324	2,332	2,409	2,301	2,322	2,434	2,441	2,497	2,411	2,324	2,374	2,539	
Department stores.....	1,343	1,344	1,410	1,321	1,345	1,427	1,418	1,465	1,398	1,333	1,366	1,491	
Variety stores.....	373	376	378	377	380	389	385	387	386	390	381	405	
Mail order houses (department store merchandise).....	174	174	180	177	169	186	196	198	190	182	191	200	
Apparel group.....	1,222	1,209	1,207	1,166	1,156	1,179	1,214	1,259	1,204	1,150	1,186	1,289	
Men's, boys' wear stores ²	231	234	233	233	221	222	237	247	238	217	224	245	
Women's apparel, accessory stores ³	461	460	462	443	447	471	475	480	465	451	463	500	
Shoe stores.....	211	215	219	203	203	199	202	209	198	196	205	228	
Furniture and appliance group.....	938	953	940	945	938	935	979	939	985	1,028	986	1,022	
Furniture, home furnishings stores.....	599	616	607	617	598	611	613	611	648	666	640	626	
Furniture stores.....	339	337	333	328	340	324	366	328	337	362	346	396	
Household appliance, TV, radio stores.....	1,278	1,273	1,289	1,290	1,238	1,263	1,262	1,299	1,318	1,350	1,381	1,291	
Lumber, building, hardware, farm equipment group.....	721	718	722	736	738	750	746	771	761	764	754	711	
Lumber yards, building materials dealers ⁴	225	221	220	221	202	212	212	221	214	222	240	233	
Hardware stores.....	3,854	3,820	3,764	3,824	3,740	3,843	3,940	3,733	3,717	3,980	3,791	3,929	
Automotive group.....	3,624	3,598	3,544	3,602	3,515	3,607	3,709	3,512	3,495	3,748	3,556	3,671	
Passenger car, other automotive dealers.....	230	222	220	222	225	236	231	221	222	232	235	258	
Tire, battery, accessory dealers.....	1,627	1,611	1,618	1,594	1,581	1,584	1,602	1,612	1,605	1,618	1,638	1,677	
Gasoline service stations.....	670	683	678	677	678	674	674	685	688	683	677	699	
Drug and proprietary stores.....	456	457	458	471	469	475	481	476	466	478	473	493	
Liquor stores.....													
1 Preliminary estimates. See Endnotes, page 10.													

r Revised.

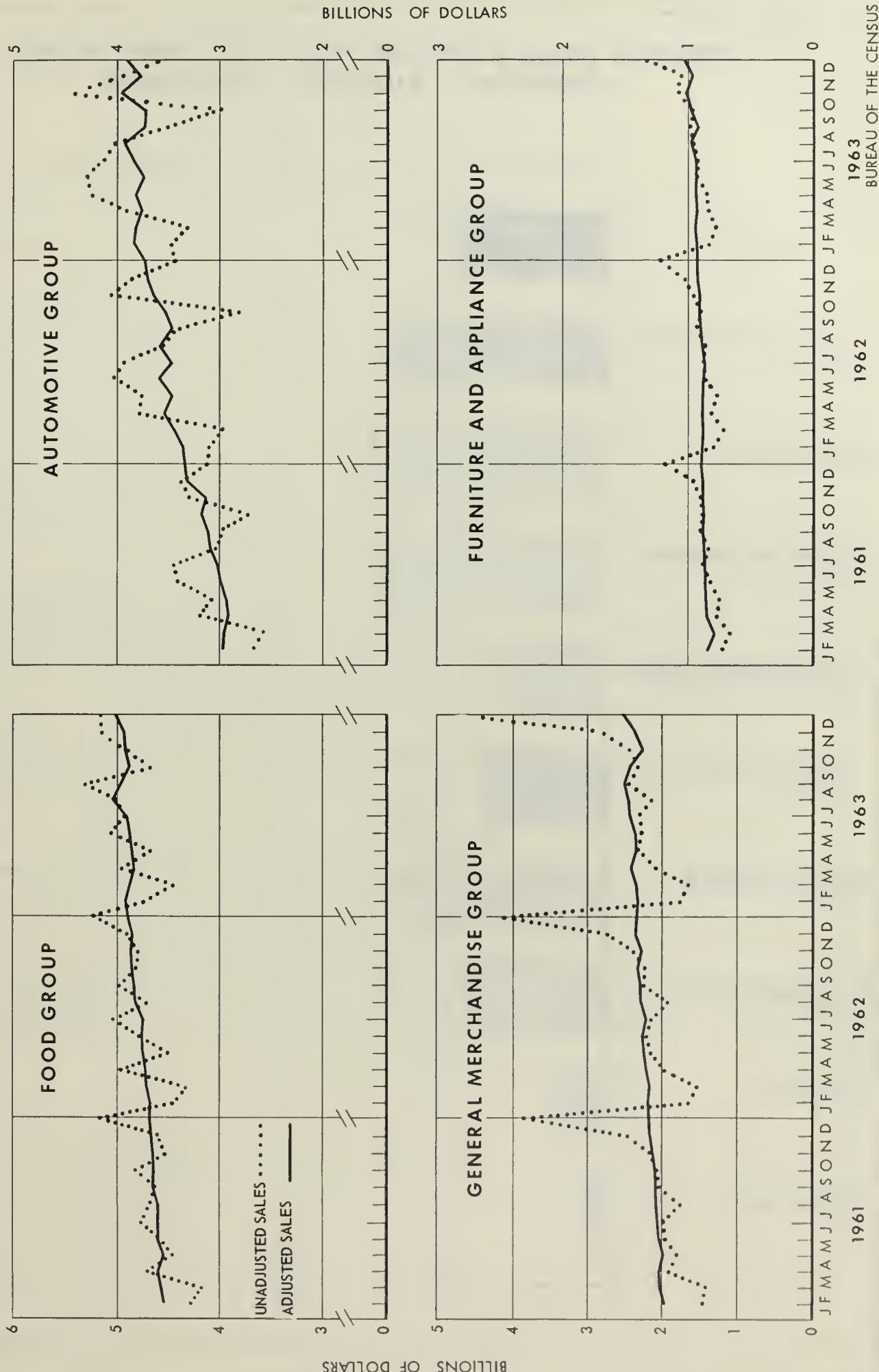
¹ Preliminary estimates, see Explanatory Material, page 19.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 14.

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES, 1955-1963



SALES OF RETAIL STORES--SELECTED KINDS OF BUSINESS, 1961-1963



PERCENTAGE CHANGES IN CUMULATIVE RETAIL SALES—12 MONTHS 1963 FROM
12 MONTHS 1962— BY MAJOR KINDS OF BUSINESS GROUPS

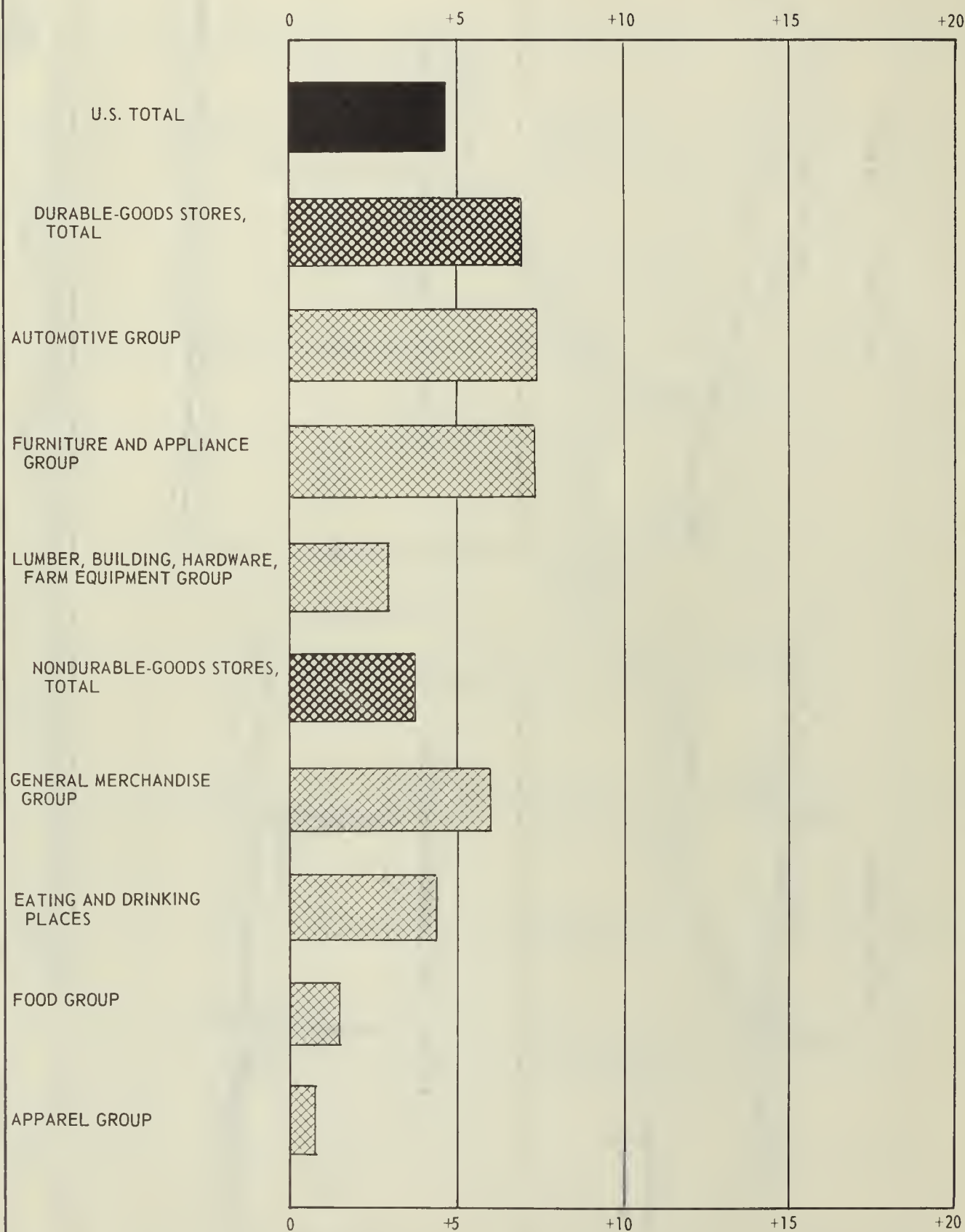


Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1963

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	December 1963 from--		12 mos. 1963 from 12 mos. 1962		December 1963 from--		12 mos. 1963 from 12 mos. 1962
	Dec. 1962	Nov. 1963			Dec. 1962	Nov. 1963	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+4	+17	+5	Furniture and appliance group.....	+10	+24	+7
Durable-goods stores, total.....	+7	+3	+7	Furniture stores.....	+5	+16	+6
Nondurable-goods stores, total.....	+3	+23	+4	Floor coverings stores*.....	+28	+5	+21
Food group.....	-1	0	+3	Household appliance, TV, radio stores.....	+18	+48	+9
Grocery stores.....	-2	-1	+3	Household appliance stores.....	+16	+48	+4
Meat markets.....	-6	+2	+1	TV, radio stores*.....	+25	+49	+25
Fruit stores, vegetable markets*.....	+18	+31	+10	Lumber, building, hardware, farm equipment group.....	0	-11	+3
Candy, nut, confectionery stores*.....	-7	+35	-5	Lumber, building materials dealers.....	+2	-20	+2
Bakery products stores.....	0	+5	+3	Lumber yards.....	+1	-22	+5
Delicatessen stores*.....	0	+8	+2	Paint, glass, wallpaper stores*.....	+6	-9	+9
Eating and drinking places.....	+3	+2	+4	Heating and plumbing equipment dealers*.....	+19	-4	-8
Eating places.....	+3	+2	+5	Hardware stores.....	-4	+30	+1
Restaurants, cafeterias, lunchrooms.....	+3	+2	+5	Farm equipment dealers*.....	+2	-19	+7
Drinking places.....	+2	+4	+3	Automotive group.....	+7	-7	+7
General merchandise group.....	+8	+61	+6	Passenger car dealers.....	+8	-9	+8
Department stores and dry goods, general merchandise stores.....	+7	+62	+4	Passenger car dealers (franchised).....	+10	-8	+9
Department stores.....	+9	+65	+6	Tire, battery, accessory dealers.....	+8	+34	+4
Variety stores.....	+6	+92	+4	Gasoline service stations.....	+5	+5	+4
Mail order houses (department store merchandise).....	+21	+24	+10	Fuel fuel oil dealers*.....	+13	+56	+8
Apparel group.....	+2	+67	+1	Fuel dealers, except fuel oil*.....	+17	+45	+7
Men's, boys' clothing, furnishings stores.....	+1	+87	+1	Fuel oil dealers*.....	+11	+64	+9
Men's, boys' clothing stores*.....	+3	+84	+3	Drug and proprietary stores.....	+2	+35	+2
Men's, boys' furnishings stores*.....	-7	+96	-7	Drug stores.....	+2	+35	+2
Women's ready-to-wear stores.....	+5	+65	+3	Liquor stores.....	+4	+43	+5
Family clothing stores.....	+2	+69	0	Jewelry stores*.....	+2	+149	+6
Women's apparel, accessory, specialty stores*.....	+45	+77	+11	Florists*.....	+19	+48	+16
Shoe stores.....	0	+47	-1	Book stores*.....	+25	+32	+22
				Stationery stores*.....	-2	+18	+14
				Music stores*.....	-11	+58	+8
				Camera, photographic supply stores*.....	+15	+66	+18
				Optical goods stores*.....	-12	0	+5
				Typewriter stores*.....	0	+14	+12

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+4	+3	-	Furniture and appliance group.....	+11	+4	-
Durable-goods stores, total.....	+5	+1	-	Furniture, home furnishings stores.....	+6	-2	-
Nondurable-goods stores, total.....	+4	+3	-	Household appliance, TV, radio stores.....	+19	+14	-
Food group.....	+2	+1	-	Lumber, building, hardware, farm equipment group.....	0	-7	-
Grocery stores.....	+2	+1	-	Lumber, building materials dealers.....	0	-6	-
Eating and drinking places.....	+3	+1	-	Hardware stores.....	-3	-3	-
General merchandise group.....	+8	+7	-	Automotive group.....	+5	+4	-
Department stores.....	+10	+9	-	Passenger car and other automotive dealers....	+5	+3	-
Variety stores.....	+8	+6	-	Tire, battery, accessory dealers.....	+8	+10	-
Mail order houses (department store merchandise).....	+16	+5	-	Gasoline service stations.....	+5	+2	-
Apparel group.....	+4	+9	-	Drug and proprietary stores.....	+3	+3	-
Men's, boys' wear stores.....	+3	+9	-	Liquor stores.....	+6	+4	-
Women's apparel, accessory stores.....	+6	+8	-				
Shoe stores.....	+1	+11	-				

* See Explanatory Material, page 20.
 Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 14 for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 14.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: 1962

(Millions of dollars)

Kind of business	Total 1962	1962											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Data NOT ADJUSTED for seasonal variations or trading day differences												
United States, total.....	55,576	3,866	3,673	4,508	4,464	4,594	4,698	4,269	4,670	4,559	4,692	5,056	6,527
Durable-goods stores, total.....	4,271	264	259	326	335	368	368	362	378	356	392	395	468
Nondurable-goods stores, total.....	51,305	3,602	3,414	4,182	4,129	4,226	4,330	3,907	4,292	4,203	4,300	4,661	6,059
Food group.....	23,695	1,833	1,792	2,152	1,863	1,964	2,096	1,873	2,015	1,946	1,943	2,053	2,165
Grocery stores.....	23,046	1,784	1,744	2,100	1,805	1,908	2,041	1,818	1,960	1,893	1,890	2,000	2,103
Eating and drinking places.....	1,202	93	88	98	98	104	106	105	106	101	103	99	101
General merchandise group.....	17,568	1,052	965	1,253	1,398	1,424	1,402	1,262	1,459	1,436	1,519	1,734	2,664
Department stores and dry goods, general merchandise stores.....	12,345	745	659	889	984	1,012	1,002	887	1,008	1,019	1,077	1,214	1,849
Department stores.....	10,752	642	576	775	858	883	875	770	870	885	939	1,062	1,617
Variety stores.....	3,404	183	196	241	277	268	271	248	285	271	279	307	578
Apparel group.....	3,683	224	198	273	361	310	293	244	284	310	307	340	539
Men's, boys' wear stores ²	351	24	18	25	32	29	30	22	23	25	30	35	58
Women's apparel, accessory stores ³	1,490	85	79	108	139	128	116	100	115	125	124	143	228
Women's ready-to-wear stores.....	1,362	77	72	99	126	116	105	91	106	115	114	132	209
Shoe stores.....	1,082	70	64	82	118	92	89	73	89	97	86	87	135
Furniture and appliance group.....	1,070	75	70	83	82	88	84	85	90	89	101	104	119
Tire, battery, accessory dealers.....	1,087	71	65	80	87	100	101	96	91	86	92	92	126
Drug and proprietary stores.....	1,640	124	118	130	130	132	135	129	131	129	132	137	213
Liquor stores.....	1,175	82	80	91	86	90	94	92	96	91	98	106	169

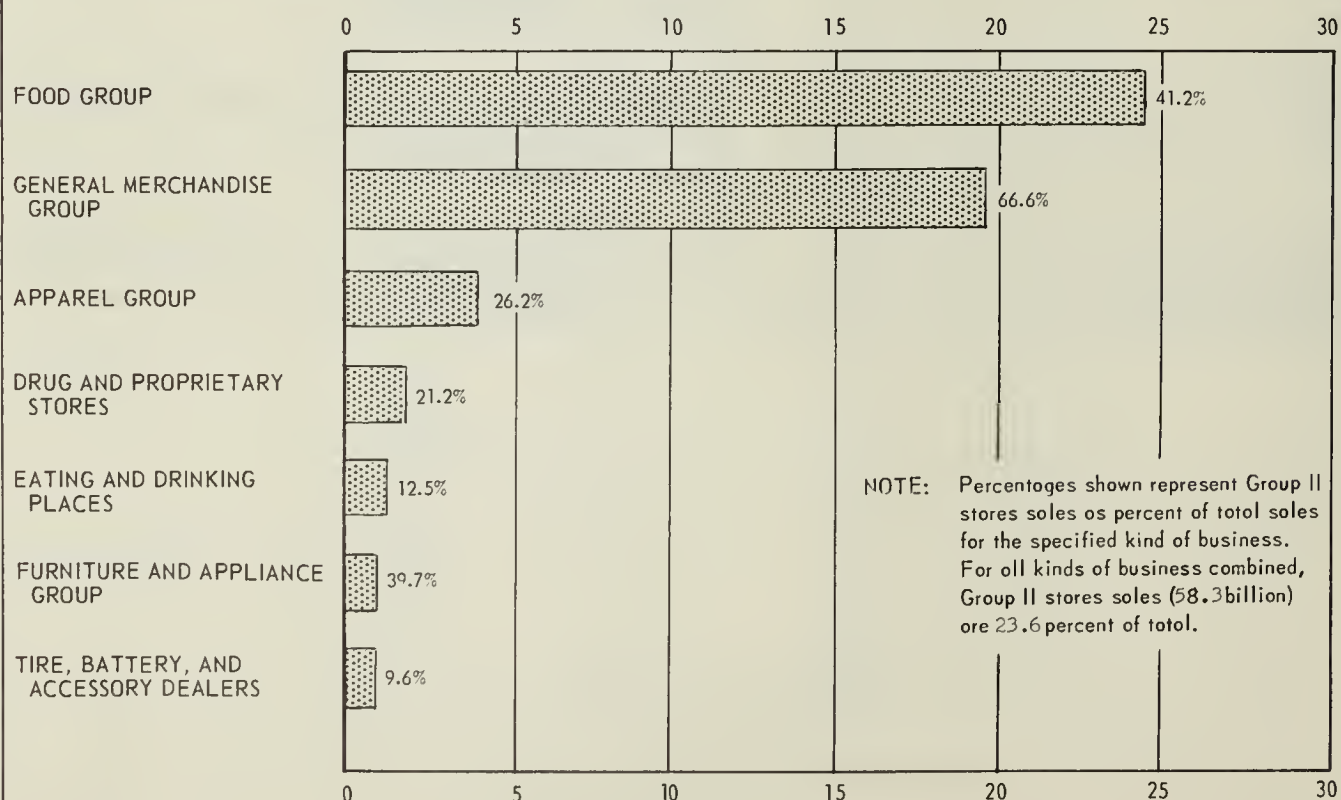
Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	4,544	4,536	4,563	4,612	4,608	4,549	4,640	4,646	4,698	4,647	4,713	4,774
Grocery stores.....	1,885	1,902	1,907	1,924	1,910	1,908	1,929	1,924	1,943	1,954	1,940	1,967
Eating and drinking places.....	101	101	100	99	101	102	100	100	99	101	100	101
General merchandise group.....	1,427	1,412	1,428	1,445	1,456	1,433	1,466	1,464	1,498	1,443	1,508	1,520
Department stores.....	865	858	875	878	890	872	895	888	911	882	930	945
Variety stores.....	275	277	277	286	283	281	284	285	291	285	288	285
Apparel group ^r	308	308	306	314	309	288	305	314	309	297	311	315
Men's, boys' wear stores ²	29	29	32	30	30	27	29	30	30	29	20	29
Women's apparel, accessory stores ³	123	122	121	124	125	119	125	124	126	121	128	127
Shoe stores ^r	93	94	89	94	89	81	87	97	89	87	90	95
Tire, battery, accessory dealers.....	95	90	90	89	92	86	89	86	93	89	92	96
Drug and proprietary stores.....	134	132	133	137	136	135	136	140	138	140	140	138

^r Revised from May through December 1962. See additional footnotes at end of table.

SALES OF GROUP II RETAIL STORES--SELECTED KINDS OF BUSINESS, TWELVE MONTHS 1963

(Billions of dollars)



NOTE: Percentages shown represent Group II stores sales as percent of total sales for the specified kind of business. For all kinds of business combined, Group II stores sales (\$8.3 billion) are 23.6 percent of total.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1963
(Millions of dollars)

(Millions of dollars)

Kind of business	Total 1963	Per- centage change total 1963 from total 1962	1963											
			Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
			Data NOT ADJUSTED for seasonal variations or trading day differences											
United States, total.....	58,258	+5	4,075	3,826	4,571	4,651	4,849	4,767	4,601	5,107	4,611	4,915	5,364	6,943
Durable-goods stores, total.....	4,469	+5	283	272	324	355	384	385	388	389	365	412	411	501
Nondurable-goods stores, total.....	53,789	+5	3,792	3,554	4,247	4,296	4,465	4,382	4,213	4,718	4,246	4,503	4,953	6,442
Food group.....	24,315	+3	1,951	1,842	2,119	1,920	2,123	2,006	1,974	2,193	1,877	2,018	2,192	2,142
Grocery stores ¹	23,670	+3	1,897	1,790	2,067	1,862	2,063	1,950	1,915	2,137	1,825	1,965	2,140	2,081
Eating and drinking places.....	1,253	+4	91	89	102	102	107	108	111	115	107	109	105	107
General merchandise group.....	19,195	+9	1,120	1,035	1,329	1,504	1,491	1,537	1,436	1,662	1,546	1,639	1,867	3,029
Department stores and dry goods, general merchandise stores.....	13,629	+10	792	708	950	1,058	1,062	1,118	1,023	1,188	1,116	1,162	1,320	2,132
Department stores.....	11,883	+11	689	618	829	921	927	977	891	1,027	972	1,013	1,150	1,869
Variety stores.....	3,542	+4	191	204	241	294	276	276	263	301	272	292	321	611
Apparel group.....	3,796	+3	r 228	202	283	353	315	307	263	310	309	311	348	567
Men's, boys' wear stores ²	355	+1	24	19	25	29	29	30	25	25	25	30	34	60
Women's apparel, accessory stores ³ ...	1,607	+8	93	82	116	141	135	130	115	138	128	131	152	246
Women's ready-to-wear stores.....	1,481	+9	r 86	76	107	129	124	120	106	128	118	120	141	226
Shoe stores.....	1,054	-3	r 66	64	87	113	90	87	71	84	93	83	83	133
Furniture and appliance group.....	1,115	+4	72	71	85	83	91	92	91	98	94	102	108	128
Tire, battery, accessory dealers.....	1,098	+1	69	62	77	92	97	103	102	94	83	93	94	132
Drug and proprietary stores.....	1,728	+5	129	128	135	134	138	141	138	143	135	138	143	226
Liquor stores.....	1,233	+5	85	84	96	93	100	95	99	105	92	102	111	171

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	4,749	4,737	4,778	4,705	4,730	4,848	4,914	4,983	4,871	4,809	4,922	5,119
Grocery stores.....	1,965	1,952	1,940	1,946	1,955	1,964	1,992	2,007	1,970	1,993	2,015	2,038
Eating and drinking places.....	99	102	104	103	104	104	105	107	105	107	105	108
General merchandise group.....	1,511	1,513	1,569	1,503	1,512	1,616	1,628	1,666	1,626	1,544	1,619	1,740
Department stores.....	925	923	966	914	931	1,002	1,009	1,046	1,011	943	1,004	1,094
Variety stores.....	288	288	294	287	285	297	295	294	297	298	296	309
Apparel group.....	311	311	311	309	309	311	324	341	316	298	310	334
Men's, boys' wear stores ²	29	29	29	29	29	28	33	33	31	29	27	30
Women's apparel, accessory stores ³	133	126	131	126	131	136	141	147	132	125	135	139
Shoe stores.....	86	94	92	89	85	83	82	90	87	84	83	95
Tire, battery, accessory dealers.....	92	88	89	90	88	93	92	88	89	91	92	101
Drug and proprietary stores.....	140	143	140	139	143	144	145	150	147	146	144	147

^r Revised.
¹ Based on weekly sales figures converted to calendar month totals. December 1963 weekly sales (in millions of dollars) were as follows: For week ending December 7 = 483; December 14 = 479; December 21 = 532; December 28 = 469.
² Includes men's, boys' clothing, furnishings stores and custom tailors.
³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: DEC. 1962 TO DEC. 1963
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	1963												1962	Total 12 mo.
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	1963
United States, total.....	4,901	4,592	5,469	5,574	5,776	5,685	5,518	6,094	5,546	5,947	6,411	8,283	7,767	69,785
Food group.....	2,211	2,087	2,383	2,166	2,385	2,261	2,262	2,497	2,150	2,294	2,477	2,436	2,439	27,598
Grocery stores.....	2,138	2,016	2,309	2,086	2,302	2,184	2,179	2,417	2,074	2,217	2,401	2,344	2,354	26,656
Eating and drinking places.....	135	129	147	148	156	162	164	170	159	166	165	168	153	1,869
General merchandise group.....	1,235	1,148	1,476	1,660	1,643	1,690	1,571	1,820	1,692	1,797	2,043	3,317	2,973	21,092
Department stores and dry goods, general merchandise stores.....	880	792	1,064	1,181	1,188	1,249	1,138	1,324	1,242	1,298	1,468	2,370	2,073	15,194
Department stores.....	753	679	913	1,010	1,016	1,070	969	1,117	1,062	1,108	1,257	2,048	1,782	13,002
Drug and proprietary stores.....	156	154	162	160	167	169	167	176	165	168	174	267	256	2,083

¹ Preliminary estimates, see Explanatory Material, page 19.
Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: DECEMBER 1963

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	December 1963 from--		12 mos. 1963 from 12 mos. 1962		December 1963 from--		12 mos. 1963 from 12 mos. 1962
	December 1962	November 1963			December 1962	November 1963	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+10	+61	+4
Akron, Ohio.....	+10	+78	+5	New York City.....	+8	+57	0
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	+7	+58	+3
Asheville, N. C.....	+7	+75	+4	Norfolk-Portsmouth, Va.....	+6	+52	+2
Atlanta, Ga.....	NA	NA	NA	Oklahoma City, Okla.....	+2	+56	+3
Augusta, Ga.....	-4	+57	+4	Omaha, Nebr.....	+8	+65	+3
Baltimore, Md.....	+19	+59	+8	Peoria, Ill.....	+6	+62	+2
Baton Rouge, La.....	+21	+50	+16	Philadelphia, Pa.....	+5	+55	-2
Binghamton, N. Y.....	+2	+67	-2	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	NA	NA	NA	Pittsburgh, Pa.....	+9	+54	+3
Boston, Mass.....	+6	+76	+3	Portland, Oreg.....	+4	+67	+3
Buffalo, N. Y.....	+8	+61	+8	Reading, Pa.....	+12	+57	+4
Canton, Ohio.....	+10	+81	+4	Richmond, Va.....	+10	+58	+1
Chattanooga, Tenn.....	+6	+81	+4	Rochester, N. Y.....	+8	+83	+6
Chicago, Ill.....	+8	+56	+5	Sacramento, Calif.....	+16	+70	+8
Cincinnati, Ohio.....	+8	+62	+3	St. Louis, Mo.....	0	+56	-2
Cleveland, Ohio.....	+16	+65	+5	Salt Lake City, Utah.....	+5	+72	+3
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+6	+63	+3
Columbus, Ohio.....	+8	+68	+4	San Bernardino, Calif.....	+13	+65	+10
Corpus Christi, Tex.....	-2	+65	0	San Diego, Calif.....	+5	+67	+4
Dallas, Tex.....	+8	+73	+4	Savannah, Ga.....	NA	NA	NA
Denver, Colo.....	+10	+69	+6	Seattle, Wash.....	-3	+74	-7
Des Moines, Iowa.....	+8	+65	+5	Shreveport, La.....	+4	+46	+6
Detroit, Mich.....	+10	+51	+6	South Bend, Ind.....	+3	+62	+1
El Paso, Tex.....	+5	+64	+2	Spokane, Wash.....	+1	+65	+1
Erie, Pa.....	+13	+80	+2	Springfield, Mo.....	+10	+53	+5
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+16	+73	+8
Flint, Mich.....	+13	+63	+9	Syracuse, N. Y.....	+4	+67	+1
Fort Wayne, Ind.....	+8	+63	+4	Tacoma, Wash.....	+1	+79	-1
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+10	+52	+8
Grand Rapids, Mich.....	+10	+62	+3	Toledo, Ohio.....	+8	+67	+3
Houston, Tex.....	+14	+75	+6	Trenton, N. J.....	+8	+61	+4
Indianapolis, Ind.....	+4	+71	+3	Tulsa, Okla.....	+5	+65	+3
Jacksonville, Fla.....	+20	+67	+14	Utica-Rome, N. Y.....	+24	+63	+15
Kansas City, Mo.....	+7	+71	+5	Waco, Tex.....	+7	+64	+3
Knoxville, Tenn.....	+2	+73	+2	Washington, D. C.....	+14	+61	+10
Launcester, Pa.....	+11	+52	+3	Wheeling, W. Va.....	+9	+84	+2
Lexington, Ky.....	+12	+62	+6	Wichita, Kans.....	+3	+63	+1
Los Angeles, Long Beach, Calif.....	+8	+68	+7	Worcester, Mass.....	+6	+91	0
Louisville, Ky.....	+8	+75	+4	Youngstown, Ohio.....	+9	+66	+1
Macon, Ga.....	+1	+64	+4	CITIES			
Memphis, Tenn.....	+4	+50	+3	Bridgeport, Conn.....	+4	+93	+1
Miami, Fla.....	+12	+67	+10	Bristol, Tenn.-Va.....	-2	+78	-1
Milwaukee, Wis.....	+4	+56	+2	Duluth, Minn.-Superior, Wis.....	+8	+67	0
Mobile, Ala.....	-1	+68	+1	Minneapolis, Minn.....	+7	+63	+5
New Orleans, La.....	+9	+47	+8	Oakland-Berkeley, Calif.....	+2	+73	-1
				Portsmouth, Ohio.....	+2	+71	-3
				Rome, Ga.....	+5	+70	+5
				St. Paul, Minn.....	+15	+60	+5
				San Francisco, Calif.....	+5	+64	0
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

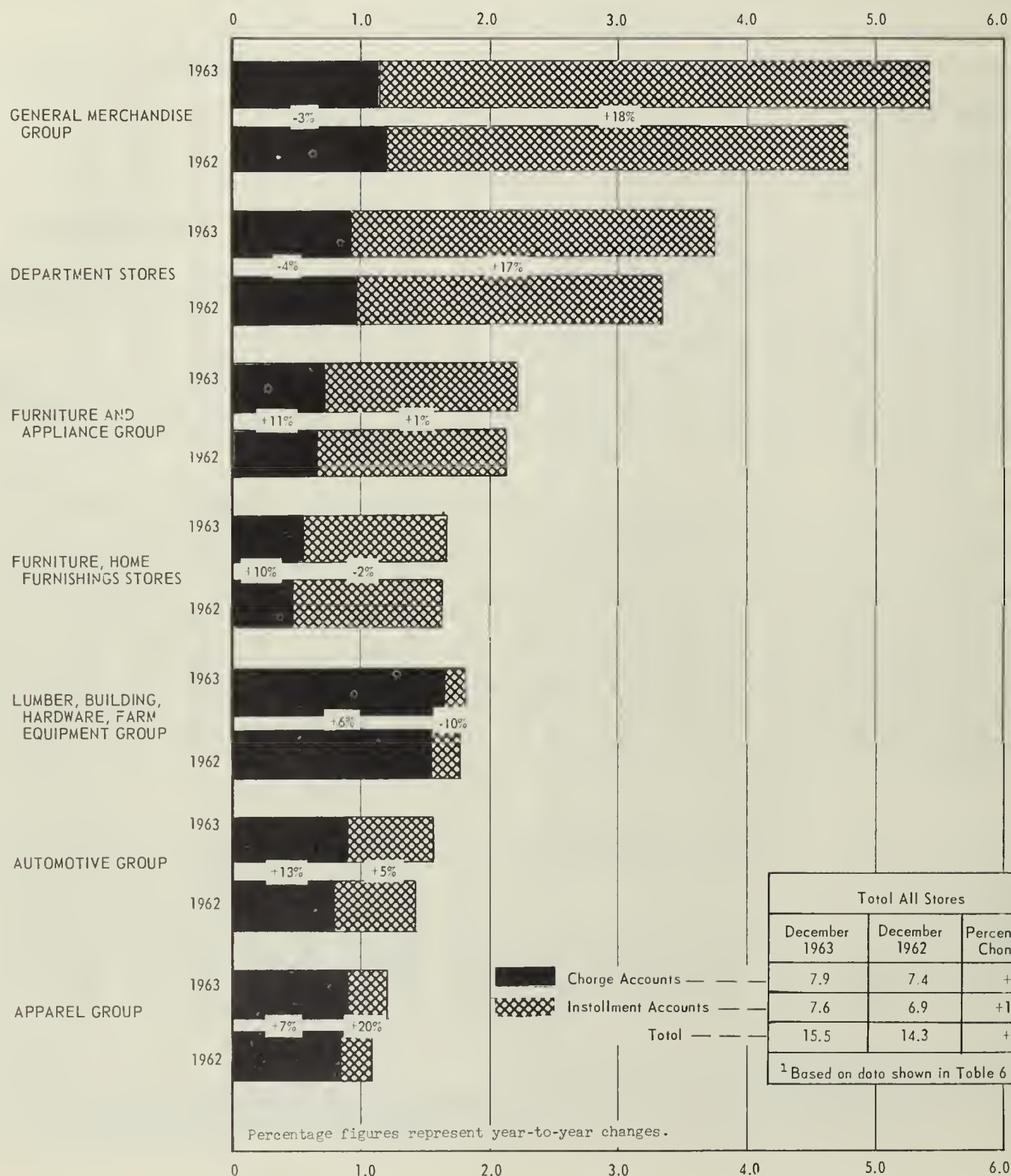
Kind of business	1963												1962	Percentage change, Dec. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Dec. 1962	Nov. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	13,474	12,700	12,912	13,352	13,634	13,799	13,781	14,016	14,044	14,312	14,395	15,495	14,299	+8	+8
Durable-goods stores, total.....	5,892	5,685	5,799	5,965	6,160	6,339	6,457	6,559	6,586	6,631	6,490	6,607	6,241	+6	+2
Nondurable-goods stores, total.....	7,582	7,015	7,113	7,387	7,474	7,460	7,324	7,457	7,458	7,681	7,905	8,888	8,058	+10	+12
Food group.....	328	320	332	326	342	341	349	364	355	353	348	362	354	+2	+4
Grocery stores.....	270	270	276	272	291	292	298	305	300	293	289	300	297	+1	+4
Eating and drinking places.....	87	81	80	76	74	78	71	74	60	70	84	89	96	-7	+6
General merchandise group.....	4,510	3,994	4,031	4,144	4,228	4,325	4,287	4,371	4,452	4,592	4,762	5,398	4,782	+13	+13
Department stores and dry goods, general merchandise stores.....	3,489	3,043	3,065	3,166	3,227	3,288	3,274	3,336	3,381	3,521	3,641	4,139	3,720	+11	+14
Department stores.....	3,104	2,685	2,695	2,788	2,853	2,914	2,904	2,971	3,000	3,124	3,240	3,703	3,340	+11	+14
Mail order houses (department store mdse.)....	850	791	805	812	836	868	846	868	899	918	952	1,062	879	+21	+12
Apparel group.....	998	913	932	950	892	879	837	855	898	941	953	1,203	1,090	+10	+26
Women's ready-to-wear stores.....	453	414	438	448	418	400	371	379	406	422	421	515	509	+1	+22
Furniture and appliance group.....	2,073	2,009	1,984	1,985	2,067	2,031	2,005	2,026	2,035	2,042	2,061	2,212	2,130	+4	+7
Furniture, home furnishings stores.....	1,601	1,529	1,512	1,503	1,575	1,543	1,528	1,555	1,573	1,565	1,551	1,658	1,636	+1	+7
Furniture stores.....	1,454	1,392	1,387	1,366	1,446	1,426	1,401	1,433	1,426	1,419	1,394	1,481	1,481	0	+6
Household appliance, TV, radio stores.....	472	479	472	482	492	488	477	471	462	477	510	554	494	+12	+9
Household appliance dealers.....	408	419	416	413	428	434	429	413	403	413	446	483	432	+12	+8
Lumber, building, hardware, farm equip. group..	1,619	1,587	1,634	1,769	1,854	1,925	2,050	2,117	2,130	2,140	1,966	1,820	1,747	+4	-7
Lumber yards, building materials dealers ²	1,177	1,136	1,125	1,231	1,283	1,345	1,445	1,510	1,552	1,563	1,475	1,348	1,265	+7	-9
Lumber yards.....	878	852	836	917	962	1,014	1,098	1,134	1,158	1,157	1,080	986	951	+4	-9
Automotive group.....	1,329	1,276	1,349	1,401	1,408	1,456	1,510	1,462	1,457	1,514	1,538	1,569	1,432	+10	+2
Passenger car dealers.....	877	834	897	947	936	943	1,011	944	974	1,020	1,028	1,049	939	+12	+2
Passenger car dealers (franchised).....	821	775	830	867	861	869	910	878	880	952	957	978	872	+12	+2
Tire, battery, accessory dealers.....	422	412	422	429	442	479	500	485	483	461	482	494	459	+8	+2
Gasoline service stations.....	431	419	436	460	472	471	448	456	452	467	469	443	420	+5	-6
Other retail stores.....	2,099	2,101	2,134	2,241	2,297	2,293	2,224	2,291	2,205	2,193	2,214	2,399	2,248	+7	+8
CHARGE ACCOUNTS															
United States, total.....	6,842	6,586	6,658	7,032	7,202	7,147	7,157	7,264	7,232	7,424	7,415	7,867	7,441	+6	+6
Durable-goods stores, total.....	3,076	2,960	3,038	3,246	3,390	3,478	3,594	3,669	3,708	3,817	3,692	3,627	3,312	+10	-2
Nondurable-goods stores, total.....	3,766	3,626	3,620	3,786	3,812	3,669	3,563	3,595	3,524	3,607	3,723	4,240	4,129	+3	+14
Food group.....	321	312	325	319	331	329	339	349	337	340	336	349	346	+1	+4
General merchandise group.....	1,034	928	873	890	918	885	846	839	855	857	910	1,148	1,185	-3	+26
Department stores and dry goods, general merchandise stores.....	942	838	782	793	821	781	745	740	750	768	819	1,052	1,087	-3	+28
Department stores.....	820	715	662	673	705	684	652	647	656	661	710	933	970	-4	+31
Apparel group.....	727	651	664	682	632	617	598	609	648	681	697	888	827	+7	+27
Furniture and appliance group.....	630	608	591	610	629	631	612	630	626	652	677	719	650	+11	+6
Furniture, home furnishing stores.....	477	454	440	461	483	475	464	480	484	490	498	525	477	+10	+5
Lumber, building, hardware, farm equip. group..	1,430	1,402	1,439	1,580	1,655	1,730	1,845	1,912	1,930	1,957	1,795	1,646	1,553	+6	-8
Lumber yards, building materials dealers ²	1,109	1,068	1,062	1,173	1,221	1,286	1,385	1,448	1,491	1,503	1,420	1,292	1,204	+7	-9
Lumber yards.....	823	798	787	873	915	968	1,051	1,089	1,115	1,116	1,043	947	903	+5	-9
Automotive group.....	745	713	754	795	817	813	844	809	818	885	884	900	796	+13	+2
Passenger car dealers (franchised).....	540	516	548	581	579	572	594	572	577	632	638	662	554	+19	+4
Gasoline service stations.....	419	410	427	451	463	461	438	447	441	455	455	429	409	+5	-6
INSTALLMENT ACCOUNTS															
United States, total.....	6,632	6,114	6,254	6,320	6,432	6,652	6,624	6,752	6,812	6,888	6,980	7,628	6,858	+11	+9
Durable-goods stores, total.....	2,816	2,725	2,761	2,719	2,770	2,861	2,863	2,890	2,878	2,814	2,798	2,980	2,929	+2	+7
Nondurable-goods stores, total.....	3,816	3,389	3,493	3,601	3,662	3,791	3,761	3,862	3,934	4,074	4,182	4,648	3,929	+18	+11
General merchandise group.....	3,476	3,066	3,158	3,254	3,310	3,440	3,441	3,532	3,597	3,735	3,852	4,250	3,597	+18	+10
Department stores and dry goods, general merchandise stores.....	2,547	2,205	2,283	2,373	2,406	2,507	2,529	2,596	2,631	2,753	2,822	3,087	2,633	+17	+9
Department stores.....	2,284	1,970	2,033	2,115	2,148	2,230	2,252	2,324	2,344	2,463	2,530	2,770	2,370	+17	+9
Apparel group.....	271	262	268	268	260	262	239	246	250	260	256	315	263	+20	+23
Furniture and appliance group.....	1,443	1,401	1,393	1,375	1,438	1,400	1,393	1,396	1,409	1,390	1,384	1,493	1,480	+1	+8
Furniture, home furnishings stores.....	1,124	1,075	1,072	1,042	1,092	1,068	1,064	1,075	1,089	1,075	1,053	1,133	1,159	-2	+8
Lumber, building, hardware, farm equip. group..	319	326	321	333	346	332	329	321	320	315	331	360	321	+12	+9
Lumber yards, building materials dealers ²	189	185	195	189	199	195	205	205	200	183	171	174	194	+10	+2
Lumber yards.....	584	563	595	606	591	643	666	653	639	629	654	669	636	+5	+4
Automotive group.....	254	254	257	258	249	289	299	296	290	255	276	293	266	+1	+6

¹ Preliminary estimates, see Explanatory Material, page 19.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 15.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS DECEMBER 1963 AND DECEMBER 1962

(BILLIONS OF DOLLARS)



Note: Dec. 1963 data are based on preliminary estimates while Dec. 1962 data are based on final estimates.

BUREAU OF THE CENSUS

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1963

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1963												1962	Percentage change, Dec. 1963 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Dec. 1962	Nov. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	4,688	4,198	4,267	4,377	4,468	4,606	4,605	4,789	4,846	4,923	5,072	5,571	4,894	+14	+10
Durable-goods stores, total.....	1,126	1,088	1,100	1,103	1,112	1,150	1,161	1,218	1,211	1,172	1,186	1,222	1,155	+6	+3
Nondurable-goods stores, total.....	3,562	3,110	3,167	3,274	3,356	3,456	3,444	3,571	3,635	3,751	3,886	4,349	3,739	+16	+12
General merchandise group.....	3,162	2,733	2,778	2,873	2,953	3,058	3,065	3,187	3,255	3,365	3,488	3,892	3,316	+17	+12
Department stores and dry goods, general merchandise stores.....	2,507	2,140	2,177	2,266	2,321	2,401	2,405	2,508	2,552	2,654	2,744	3,084	2,633	+17	+12
Department stores.....	2,249	1,915	1,949	2,028	2,077	2,149	2,153	2,256	2,280	2,375	2,455	2,765	2,382	+16	+13
Apparel group.....	234	216	224	230	224	227	215	215	223	229	235	286	251	+14	+22
Furniture and appliance group.....	339	334	336	335	332	332	332	329	334	339	347	376	350	+7	+8
Tire, battery, accessory dealers.....	264	259	257	264	268	299	307	306	301	266	282	289	280	+3	+2
CHARGE ACCOUNTS															
United States, total.....	972	887	870	888	923	928	906	955	957	954	975	1,105	1,067	+4	+13
Durable-goods stores, total.....	277	267	271	280	296	315	321	369	363	357	350	328	304	+8	-6
Nondurable-goods stores, total.....	695	620	599	608	627	613	585	586	594	597	625	777	763	+2	+24
General merchandise group.....	429	371	341	341	359	352	330	338	350	346	368	486	481	+1	+32
Department stores and dry goods, general merchandise stores.....	392	336	306	306	323	310	289	295	306	306	329	444	440	+1	+35
Department stores.....	358	306	278	278	296	284	266	274	283	284	302	411	419	-2	+36
Apparel group.....	113	99	103	108	105	106	107	99	105	108	107	133	124	+7	+24
Furniture and appliance group.....	39	41	41	40	37	39	37	37	37	39	40	42	48	-13	+5
INSTALLMENT ACCOUNTS															
United States, total.....	3,716	3,311	3,397	3,489	3,545	3,678	3,699	3,834	3,889	3,969	4,097	4,466	3,827	+17	+9
Durable-goods stores, total.....	849	821	829	823	816	835	840	849	848	815	836	894	851	+5	+7
Nondurable-goods stores, total.....	2,867	2,490	2,568	2,666	2,729	2,843	2,859	2,985	3,041	3,154	3,261	3,572	2,976	+20	+10
General merchandise group.....	2,733	2,362	2,437	2,532	2,594	2,706	2,735	2,849	2,905	3,019	3,120	3,406	2,835	+20	+9
Department stores and dry goods, general merchandise stores.....	2,115	1,804	1,871	1,960	1,998	2,091	2,116	2,213	2,246	2,348	2,415	2,640	2,193	+20	+9
Department stores.....	1,891	1,609	1,671	1,750	1,781	1,865	1,887	1,982	1,997	2,091	2,153	2,354	1,963	+20	+9
Apparel group.....	121	117	121	122	119	121	108	116	118	121	128	153	127	+20	+20
Furniture and appliance group.....	300	293	295	295	295	293	295	292	297	300	309	334	302	+11	+8

¹ Preliminary estimates, see Explanatory Material, page 19.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage charges. Sampling variabilities are shown in table 11, page 16.

END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES FOR THE UNITED STATES 1962-1963

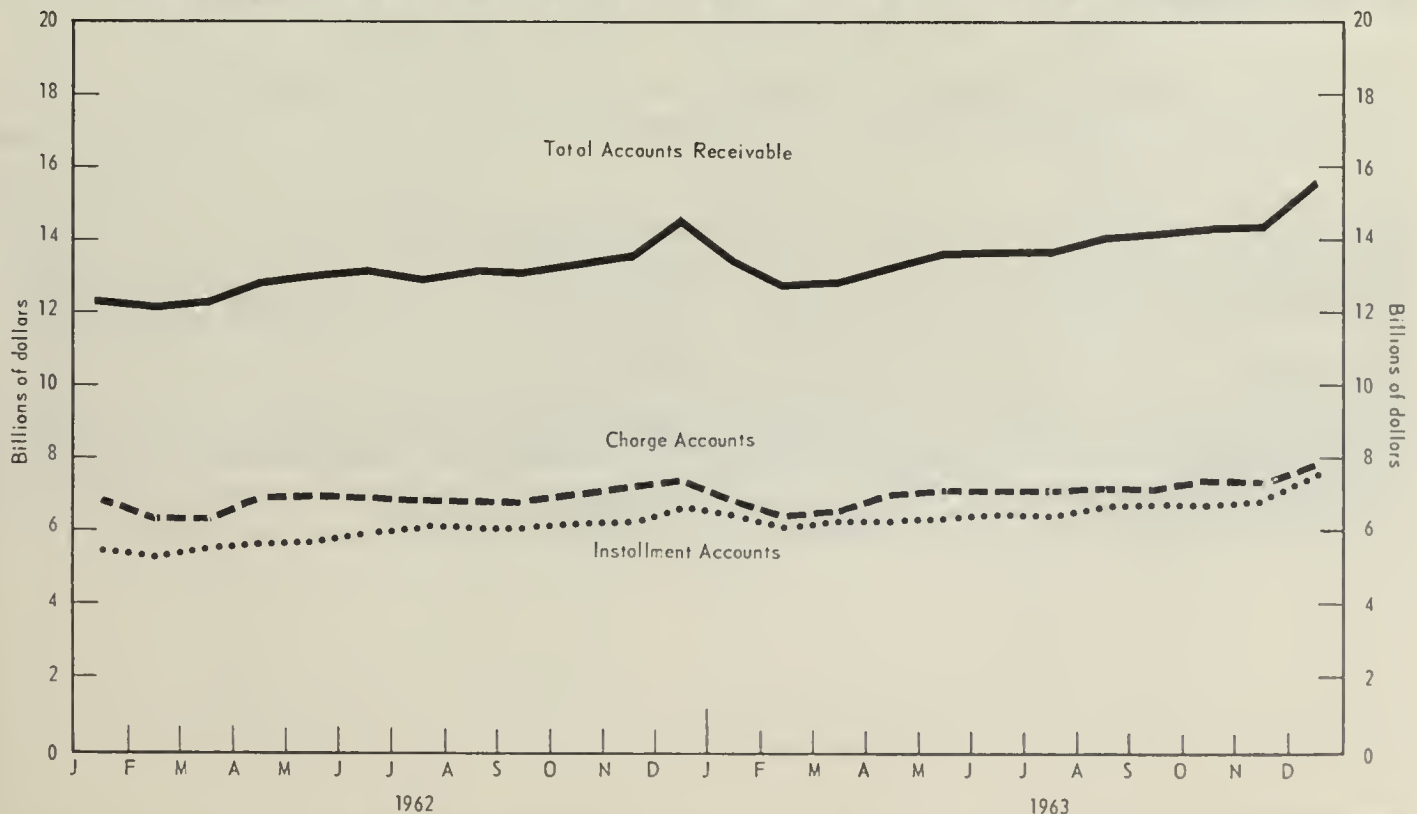


Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of businesses with an asterisk shown in table 2. See Explanatory Material for table 2, page 20.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 19.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 21, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 22. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL AND TRADING DAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JULY 1962--MAY 1964

Kind of business	1962												1963												1964											
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar. ¹	Apr. ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May													
	All stores																																			
United States, total.....	97.4	101.3	95.1	103.7	104.0	119.1	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	118.9	91.0	87.4	95.1	100.7	103.7													
Durable-goods stores, total.	100.4	101.6	89.3	110.0	104.7	104.3	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.7	87.1	83.6	97.1	104.4	106.6													
Nondurable-goods stores,	95.9	101.1	97.7	100.8	102.9	126.1	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	125.2	92.8	88.9	93.8	98.8	102.2													
total.....																																				
Food group.....	97.9	103.1	98.9	101.2	101.2	106.7	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	103.1	99.6	97.0	95.8	97.2	104.6													
Grocery stores.....	97.6	103.0	98.9	98.3	101.2	106.5	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	102.7	100.2	97.3	95.8	96.0	104.9													
Eating and drinking places.....	109.8	111.6	103.8	102.0	98.2	100.4	90.1	83.8	94.2	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.1	90.8	86.9	93.6	96.4	104.0													
General merchandise group.....	85.1	98.3	96.2	104.5	115.2	175.4	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	174.6	76.1	72.7	87.8	96.7	96.0													
Department stores.....	84.0	96.8	97.4	105.9	116.9	177.9	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	177.5	75.2	69.8	87.2	96.7	95.5													
Variety stores.....	87.0	98.6	93.3	96.9	107.0	200.8	69.4	74.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	196.2	70.6	76.8	88.3	95.5	94.4													
Mail order houses (department																																				
store merchandise).....	77.3	102.1	91.6	112.9	141.4	155.3	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	160.8	80.4	74.3	93.6	96.1	90.2													
Apparel group.....	81.7	91.3	99.3	103.1	108.2	171.4	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	169.1	82.2	71.4	93.2	101.3	100.4													
Men's, boys' wear stores.....	81.7	83.2	88.1	100.0	110.7	196.3	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	104.7	113.5	192.3	90.0	72.4	80.9	92.5	98.4													
Women's apparel, accessory	80.9	90.8	98.6	103.6	108.6	170.0	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	168.1	82.0	74.3	96.4	102.6	102.7													
stores.....	87.0	99.3	111.1	100.1	95.9	132.7	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	130.5	79.7	72.3	101.0	114.4	104.1													
Furniture and appliance group.....	97.1	104.6	99.6	105.7	109.9	131.5	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	131.1	88.7	85.6	89.0	88.1	97.9													
Furniture, home furnishings stores	97.0	106.0	98.8	107.6	111.0	126.0	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	125.5	86.9	84.6	89.3	93.0	99.7													
Household appliance, TV, radio																																				
stores.....	97.1	102.2	100.9	102.4	107.5	141.3	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	140.3	91.6	87.0	87.9	86.2	94.3													
Lumber, building, hardware, farm																																				
equipment group.....	112.2	114.4	105.4	113.1	99.9	92.0	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.3	73.2	71.4	88.0	105.8	107.6													
Lumber yards, building materials																																				
dealers.....	114.6	120.9	106.7	118.0	105.3	85.7	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	87.0	73.5	69.7	84.9	102.4	106.5													
Hardware stores.....	103.9	102.8	98.7	100.0	97.8	130.0	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	129.1	79.8	72.9	85.8	104.5	116.1													
Automotive group.....	98.2	97.0	79.1	111.3	104.5	92.0	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.7	93.1	88.5	104.3	110.6	110.2													
Passenger car, other automotive																																				
dealers.....	97.6	96.3	78.1	111.8	104.8	89.9	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	100.5	111.3	110.5													
Tire, battery, accessory dealers..	107.7	107.8	95.1	104.2	99.0	123.4	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	122.9	78.7	76.1	86.4	101.2	106.0													
Gasoline service stations.....	106.7	107.2	99.9	102.1	99.0	101.8	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.6	93.3	90.0	95.3	98.0	103.0													
Drug and proprietary stores.....	96.7	98.1	95.6	97.8	96.8	129.9	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	128.9	96.7	98.5	97.0	96.5	100.2													
Liquor stores.....	97.7	100.7	95.5	97.3	105.8	150.8	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	147.8	92.0	88.9	89.8	91.1	98.6													
Group II stores																																				
United States, total.....	93.4	100.9	97.8	100.8	106.3	137.7	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	136.7	86.5	84.1	96.5	97.4	(2)													
Grocery stores.....	94.3	101.9	97.4	101.9	103.1	106.9	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.1	92.7	98.6	106.2	102.1	102.0	98.2	96.0	97.5	(2)													
Eating and drinking places.....	105.6	106.6	102.2	101.9	99.4	100.0	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	99.9	92.6	90.6	98.2	98.8	(2)													
General merchandise group.....	86.2	99.3	96.0	122.6	115.4	176.1	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	175.3	74.7	71.2	86.7	97.0														
Department stores.....	86.1	98.0	97.0	106.5	114.2	171.1	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	170.8	74.7	69.7	87.2	99.3														
Variety stores.....	87.2	100.0	93.2	97.9	106.7	202.9	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	198.2	67.5	74.6	85.9	95.9														
Apparel group.....	79.8	91.4	100.5	102.7	109.1	170.6	72.3	64.4	93.3	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	171.1	73.4	67.8	85.8	106.4														
Men's, boys' wear stores.....	75.2	76.1	81.8	104.8	120.9	202.5	82.8	63.3	91.5	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	198.1	84.1	66.9	87.5	96.3														
Women's apparel, accessory	80.4	92.4	99.1	102.8	111.5	179.1	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	176.7	70.4	68.4	94.6	103.7														
stores.....	84.3	91.8	108.9	98.5	97.1	142.7	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	140.0	77.1	72.6	100.0	114.5														
Shoe stores.....	107.4	105.8	92.9	103.0	99.9	131.1	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	130.7	75.7	74.4	84.4	100.0														
Tire, battery, accessory stores....	94.7	94.1	93.6	94.8	97.9	164.4	92.5	89.3	96.6	96.2	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.2	92.4	93.8	95.1	96.2														
Drug and proprietary stores.....																																				

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run				
									CI	I	C	MCD	
	All stores												
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62	
Durable-goods stores, total.....	7.48	6.12	27.6	1.79	1.56	.87	1.79	2	2.25	1.49	9.54	3.24	
Nondurable-goods stores, total.....	8.05	5.98	34.8	.68	.58	.35	1.66	2	1.82	1.63	31.00	3.42	
Food group.....	5.88	2.39	9.6	.72	.61	.34	1.79	2	1.72	1.43	31.00	4.92	
Grocery stores.....	6.03	2.22	9.0	.73	.63	.38	1.66	2	1.72	1.41	62.00	4.56	
Eating and drinking places.....	5.23	3.69	20.1	.86	.78	.35	2.23	3	2.14	1.65	10.33	5.08	
General merchandise group.....	17.39	15.30	101.8	1.34	1.24	.40	3.10	3	1.82	1.68	13.78	2.84	
Department stores.....	17.62	15.98	105.1	1.63	1.50	.46	3.26	3	1.72	1.48	12.40	2.60	
Variety stores.....	19.33	18.92	129.7	1.65	1.58	.47	3.36	4	1.77	1.55	15.50	5.04	
Mail order houses (department store merchandise).....	16.33	14.40	84.0	2.15	2.10	.61	3.44	3	1.72	1.59	31.00	4.69	
Apparel group.....	17.26	17.22	97.0	1.81	1.72	.47	3.66	4	1.63	1.55	13.78	4.17	
Men's, boys' wear stores.....	22.06	20.24	120.5	2.68	2.43	.81	3.00	4	1.82	1.59	8.86	3.36	
Women's apparel, accessory stores.....	18.56	16.67	91.5	1.84	1.75	.56	3.13	4	1.70	1.53	12.40	4.65	
Shoe stores.....	19.07	17.62	57.7	2.66	2.57	.63	4.08	4	1.75	1.63	8.27	3.56	
Furniture and appliance group.....	18.30	8.00	44.4	1.24	1.14	.50	2.28	3	1.91	1.43	13.78	4.88	
Furniture, home furnishings stores.....	8.89	7.93	41.3	1.45	1.27	.57	2.23	3	2.14	1.48	13.78	4.52	
Household appliance, TV, radio stores.....	9.86	8.87	51.9	1.78	1.60	.71	2.25	3	1.85	1.61	9.54	4.52	
Lumber, building, hardware, farm equipment group.....	18.87	8.78	48.1	1.81	1.62	.59	2.75	4	2.00	1.77	8.27	3.90	
Lumber yards, building materials dealers.....	9.04	8.58	45.2	1.89	1.71	.72	2.38	3	1.77	1.55	8.86	4.07	
Hardware stores.....	12.43	10.92	53.1	1.68	1.58	.49	3.22	4	1.97	1.97	6.53	4.48	
Automotive group ²	7.45	35.87	28.1	3.09	2.72	1.26	2.16	3	2.10	1.46	7.29	3.70	
Passenger car, other automotive dealers.....	7.54	5.18	29.0	2.84	2.48	1.17	2.12	3	2.03	1.46	9.54	3.30	
Tire, battery, accessory dealers.....	12.41	10.16	47.3	2.45	2.18	.94	2.32	3	1.91	1.61	9.54	3.94	
Gasoline service stations.....	4.32	2.68	13.3	.85	.63	.52	1.21	2	2.10	1.65	62.00	4.24	
Drug and proprietary stores.....	6.87	5.99	32.0	1.00	.85	.48	1.77	2	2.38	1.72	10.33	3.84	
Liquor stores.....	11.76	9.15	59.8	1.27	1.12	.59	1.90	2	2.10	1.49	13.78	4.10	
	Group II stores												
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80	
Grocery stores.....	7.95	2.26	9.6	1.06	.94	.54	1.74	2	1.91	1.43	41.33	4.24	
Eating and drinking places.....	4.44	2.86	14.7	1.49	1.43	.61	2.34	3	2.32	2.08	13.67	5.76	
General merchandise group.....	17.27	16.00	103.6	2.00	1.93	.75	2.57	3	1.63	1.63	14.88	3.77	
Department stores.....	17.13	15.26	98.5	2.45	2.30	.71	3.24	3	1.66	1.46	12.30	3.18	
Variety stores.....	20.32	20.07	134.6	1.64	1.62	.41	3.95	4	1.84	1.60	12.30	5.45	
Apparel group.....	21.88	20.17	99.5	2.65	2.49	.72	3.46	4	1.70	1.53	9.15	4.00	
Men's, boys' wear stores.....	26.73	24.88	132.5	4.72	4.75	1.07	4.44	5	2.28	2.12	9.46	7.93	
Women's apparel, accessory stores.....	20.91	19.42	109.3	2.45	2.30	.62	3.71	4	1.89	1.81	10.25	5.00	
Shoe stores.....	22.54	20.59	67.5	3.59	3.53	.62	5.69	6	1.62	1.58	11.18	7.87	
Tire, battery, accessory dealers.....	14.32	13.58	61.5	2.85	2.71	.83	3.27	4	1.86	1.76	9.46	4.80	
Drug and proprietary stores.....	10.52	9.39	60.6	1.64	1.46	.60	2.43	3	2.16	1.84	20.50	12.10	

¹ For the group totals, measures shown refer to data after adjustment for trading days.

² Measures shown for passenger car dealers include an adjustment to eliminate the effect of the 1959 steel strike. The automotive group total has not been adjusted in this manner.

³ For the automotive group, measures shown refer to data before adjustment for trading days.

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc. New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

THE LIBRARY OF THE

FEB 24 1964

UNIVERSITY OF MICHIGAN

81
33/102
up

Comm



For release
February 18, 1964

BR-63-12-Supp.

Retail Sales: December 1963

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, APRIL--DECEMBER 1963 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO; UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences.)



THE LIBRARY OF THE
BUREAU OF THE CENSUS
FEB 18 1964

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report) \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: DECEMBER 1962 TO DECEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1963														1962	Percentage change		
	Total 1963	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Apr.-Dec. 1963 from-- Apr.-Dec. 1962		Dec. 1963 from-- Dec. 1962	
															from-- 1962	1962	1962	1963
UNITED STATES, TOTAL.....	246,408	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,077	24,127	+4	+4	+17	
Durable-goods stores, total....	80,097	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,207	6,766	+7	+7	+3	
Nondurable-goods stores, total.	166,311	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,870	17,361	+3	+3	+23	
Food group.....	59,121	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,172	5,237	+2	-1	0	
Grocery stores.....	53,529	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,657	4,732	+2	-2	-1	
Eating and drinking places.....	18,059	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,521	1,479	+4	+3	+2	
GAP ² , total.....	54,925	3,572	3,234	3,994	4,421	4,375	4,347	4,104	4,624	4,436	4,727	5,137	7,954	7,462	+5	+7	+55	
General merchandise group.....	28,838	1,756	1,627	2,075	2,299	2,278	2,129	2,465	2,295	2,441	2,752	4,434	4,119		+6	+8	+61	
Department stores.....	16,751	1,005	902	1,199	1,315	1,317	1,352	1,224	1,420	1,351	1,417	1,603	2,646	2,422	+6	+9	+65	
Apparel group.....	14,468	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,180	2,127	0	+2	+67	
Furniture and appliance group....	11,619	830	781	838	854	934	933	965	992	980	1,095	1,077	1,340	1,216	+8	+10	+24	
Lumber, bldg.,hdwe.,farm equip.grp.	15,535	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,192	1,190	+3	0	-11	
Automotive group.....	45,951	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,682	3,434	+7	+7	-7	
Gasoline service stations.....	19,356	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,704	1,629	+3	+5	+5	
Drug and proprietary stores.....	8,170	649	641	667	652	676	664	660	680	647	667	666	901	880	+2	+2	+35	
THE NORTHEASTERN STATES, TOTAL.....	62,951	4,752	4,366	5,018	5,274	5,494	5,287	5,213	5,262	4,837	5,390	5,492	6,566	6,294	+4	+4	+20	
Durable-goods stores, total....	18,296	1,327	1,194	1,454	1,672	1,760	1,632	1,598	1,458	1,257	1,679	1,595	1,670	1,574	+5	+6	+5	
Nondurable-goods stores, total.	44,655	3,425	3,172	3,564	3,602	3,734	3,655	3,615	3,804	3,580	3,711	3,897	4,896	4,720	+3	+4	+26	
Food group.....	16,574	1,326	1,263	1,394	1,310	1,422	1,381	1,434	1,482	1,318	1,367	1,426	1,451	1,453	+3	0	+2	
Grocery stores.....	13,820	1,114	1,059	1,173	1,092	1,189	1,153	1,167	1,243	1,094	1,142	1,196	1,187	1,210	+2	-1	0	
Eating and drinking places.....	5,521	407	376	425	439	477	493	507	524	472	485	454	462	451	+3	+2	+2	
GAP ² , total.....	15,074	1,000	879	1,085	1,222	1,220	1,218	1,104	1,222	1,215	1,286	1,419	2,204	2,080	+2	+6	+55	
General merchandise group.....	6,978	421	380	485	549	554	567	508	572	564	594	680	1,104	1,028	+5	+7	+62	
Department stores.....	4,285	258	226	302	345	344	353	298	342	350	361	412	694	648	+6	+7	+68	
Apparel group.....	4,760	335	273	361	425	389	390	320	362	388	388	425	704	679	-1	+4	+66	
Furniture and appliance group....															+1	+6	+26	
Lumber, bldg.,hdwe.,farm equip.grp.																	-6	
Gasoline service stations.....	3,600	281	259	292	296	304	305	325	322	298	303	300	315	298	+2	+6	+5	
Drug and proprietary stores.....	1,867	149	146	150	148	151	152	154	159	152	154	154	198	193	+3	+3	+29	
THE NORTH CENTRAL STATES, TOTAL.....	73,115	5,242	4,913	5,674	6,110	6,294	6,216	6,110	6,237	5,819	6,616	6,510	7,374	7,082	+5	+4	+13	
Durable-goods stores, total....	24,128	1,583	1,534	1,844	2,102	2,138	2,150	2,132	1,996	1,899	2,437	2,172	2,141	2,018	+8	+6	-1	
Nondurable-goods stores, total.	48,987	3,659	3,379	3,830	4,008	4,156	4,066	3,978	4,241	3,920	4,179	4,338	5,233	5,064	+3	+3	+21	
Food group.....	16,446	1,326	1,251	1,371	1,303	1,411	1,401	1,368	1,456	1,303	1,379	1,449	1,428	1,469	+2	-3	-1	
Grocery stores.....	15,078	1,219	1,152	1,268	1,194	1,289	1,281	1,256	1,335	1,193	1,261	1,329	1,301	1,339	+2	-3	-2	
Eating and drinking places.....	5,403	390	369	415	435	473	480	491	507	463	475	450	455	436	+5	+4	+1	
GAP ² , total.....	16,072	995	906	1,150	1,287	1,264	1,269	1,197	1,363	1,329	1,408	1,554	2,350	2,139	+8	+10	+51	
General merchandise group.....	9,111	533	497	648	731	717	723	661	783	740	777	893	1,480	1,285	+6	+10	+58	
Department stores.....	5,311	310	279	375	419	423	410	387	458	439	453	516	842	776	+6	+9	+63	
Apparel group.....	3,686	248	205	277	320	298	286	257	298	289	298	351	559	535	+2	+4	+59	
Furniture and appliance group....	3,275	214	204	225	236	249	260	279	282	300	333	310	383	319	+19	+20	+24	
Lumber, bldg.,hdwe.,farm equip.grp.	5,844	304	301	385	496	519	535	535	555	584	622	536	472	448	+6	+5	-12	
Automotive group.....	13,154	940	904	1,103	1,244	1,217	1,206	1,177	1,013	846	1,315	1,157	1,032	1,001	+6	+3	-11	
Gasoline service stations.....	6,260	523	455	489	511	526	531	541	547	505	542	529	561	540	+3	+4	+6	
Drug and proprietary stores.....	2,469	196	192	202	192	199	193	198	203	199	206	209	280	273	+2	+3	+24	
THE SOUTH, TOTAL.....	65,826	4,933	4,685	5,398	5,544	5,691	5,523	5,443	5,663	5,102	5,668	5,640	6,536	6,391	+5	+2	+16	
Durable-goods stores, total....	22,582	1,685	1,649	1,878	1,971	2,038	1,972	1,911	1,845	1,692	2,056	1,907	1,978	1,915	+7	+3	+4	
Nondurable-goods stores, total.	43,244	3,248	3,036	3,520	3,573	3,653	3,551	3,532	3,818	3,410	3,612	3,733	4,558	4,476	+4	+2	+22	
Food group.....	15,601	1,225	1,147	1,311	1,235	1,347	1,316	1,325	1,428	1,232	1,307	1,364	1,364	1,382	+3	-1	0	
Grocery stores.....	14,870	1,171	1,093	1,254	1,173	1,280	1,251	1,259	1,360	1,177	1,247	1,306	1,299	1,320	+3	-2	-1	
Eating and drinking places.....	3,773	282	269	307	316	329	329	344	351	309	316	308	313	308	+3	+2	+2	
GAP ² , total.....	14,218	938	862	1,073	1,176	1,139	1,114	1,070	1,231	1,127	1,201	1,283	2,004	1,925	+4	+4	+56	
General merchandise group.....	7,443	467	437	568	613	593	584	553	647	571	623	682	1,105	1,026	+7	+8	+62	
Department stores.....	3,712	234	210	288	291	288	290	273	319	288	311	349	571	523	+4	+9	+64	
Apparel group.....	3,893	258	225	290	347	305	284	277	333	310	327	349	588	589	0	0	+68	
Furniture and appliance group....	2,882	213	200	215	216	241	246	240	251	246	251	252	311	310	+2	0	+23	
Lumber, bldg.,hdwe.,farm equip.grp.	4,042	266	265	333	387	388	358	365	361	340	371	332	276	302	-1	-9	-c	
Automotive group.....	13,899	1,086	1,067	1,208	1,244	1,256	1,224	1,169	1,085	955	1,295	1,169	1,140	1,064	+10	+7	-2	
Gasoline service stations.....	5,623	441	412	455	459	474	480	497	514	469	473	466	483	473	+4	+2	+4	
Drug and proprietary stores.....	2,182	175	178	184	181	187	182	175	179	167	172	173	229	218	+2	+5	+32	
THE WEST, TOTAL.....	44,516	3,334	3,123	3,563	3,590	3,749	3,711	3,774	3,856	3,509	3,854	3,852	4,601	4,360	+4	+6	+19	
Durable-goods stores, total....	15,091	1,100	1,055	1,207	1,237													

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: DECEMBER 1962 TO DECEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1963														1962	Percentage change		
	Total 1963	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Apr.-Dec. 1963 from--	Dec. 1963 from--		
															Apr.-Dec. 1962	Dec. 1962	Nov. 1963	
New England Division, total.....	15,500	1,207	1,074	1,196	1,278	1,348	1,311	1,311	1,325	1,170	1,289	1,336	1,655	1,569	+5	+5	+24	
Durable-goods stores.....	4,776	348	302	355	438	472	449	423	392	318	412	401	466	409	+11	+14	+16	
Nondurable-goods stores.....	10,724	859	772	841	840	876	862	888	933	852	877	935	1,189	1,160	+3	+3	+27	
Food group.....	4,034	330	305	337	315	345	338	368	370	317	321	342	346	358	+2	-3	+1	
GAF ² , total.....	3,335	228	194	231	270	272	272	242	284	258	269	316	499	470	-1	+6	+58	
General merchandise group.....															0	+2	+61	
Middle Atlantic Division, total...	47,451	3,545	3,292	3,822	3,996	4,146	3,976	3,902	3,937	3,667	4,101	4,156	4,911	4,725	+3	+4	+18	
Durable-goods stores.....	13,520	979	892	1,099	1,234	1,288	1,183	1,175	1,066	939	1,267	1,194	1,204	1,165	+4	+3	+1	
Nondurable-goods stores.....	33,931	2,566	2,400	2,723	2,762	2,858	2,793	2,727	2,871	2,728	2,834	2,962	3,707	3,560	+3	+4	+25	
GAF ² , total.....	11,739	772	685	854	952	948	946	862	938	957	1,017	1,103	1,705	1,610	+3	+6	+55	
General merchandise group.....	5,431	325	296	380	426	431	439	393	435	443	468	531	864	793	+6	+9	+63	
East North Central Division, total	51,663	3,724	3,481	4,013	4,302	4,427	4,366	4,289	4,401	4,095	4,657	4,619	5,289	5,031	+6	+5	+15	
Durable-goods stores.....	16,542	1,088	1,045	1,255	1,451	1,470	1,478	1,474	1,365	1,283	1,676	1,473	1,484	1,363	+10	+9	+1	
Nondurable-goods stores.....	35,121	2,636	2,436	2,758	2,851	2,957	2,888	2,815	3,036	2,812	2,981	3,146	3,805	3,668	+3	+4	+21	
Food group.....	12,211	988	932	1,024	968	1,049	1,035	1,007	1,080	964	1,017	1,081	1,066	1,094	+3	-3	-1	
GAF ² , total.....	11,757	720	658	834	932	920	922	869	1,001	973	1,030	1,152	1,746	1,567	+9	+11	+52	
General merchandise group.....	6,597	378	359	463	517	515	519	472	565	538	566	664	1,041	928	+7	+12	+57	
West North Central Division, total	21,452	1,518	1,432	1,661	1,808	1,867	1,850	1,821	1,836	1,724	1,959	1,891	2,085	2,051	+3	+2	+10	
Durable-goods stores.....	7,586	495	489	589	651	668	672	658	631	616	761	699	657	655	+2	0	-6	
Nondurable-goods stores.....	13,866	1,023	943	1,072	1,157	1,199	1,178	1,163	1,205	1,108	1,198	1,192	1,428	1,396	+3	+2	+20	
Food group.....	4,235	338	319	347	335	362	366	361	376	339	362	368	362	375	0	-3	-2	
GAF ² , total.....	4,315	275	248	316	355	344	347	328	362	356	378	402	604	572	+4	+6	+50	
General merchandise group.....	2,514	155	138	185	214	202	204	189	218	202	211	229	367	357	+3	+3	+60	
South Atlantic Division, total....	32,200	2,460	2,293	2,646	2,734	2,776	2,700	2,637	2,749	2,438	2,740	2,775	3,252	3,206	+5	+1	+17	
Durable-goods stores.....	10,696	810	769	888	950	967	936	908	860	780	975	914	939	913	+9	+3	+3	
Nondurable-goods stores.....	21,504	1,650	1,524	1,758	1,784	1,809	1,764	1,729	1,889	1,658	1,765	1,861	2,313	2,293	+3	+1	+24	
GAF ² , total.....	7,229	495	449	557	597	565	565	533	617	573	598	653	1,027	1,009	+4	+2	+57	
General merchandise group.....	3,883	254	235	307	322	306	304	283	334	293	317	353	575	543	+7	+6	+63	
East South Central Division, total	12,299	898	853	992	1,039	1,061	1,019	994	1,055	983	1,093	1,075	1,237	1,205	+6	+3	+15	
Nondurable-goods stores.....	8,075	583	551	648	670	694	648	651	707	658	698	713	854	831	+6	+3	+20	
Food group.....																		
GAF ² , total.....	2,761	165	158	204	228	224	210	202	234	220	238	248	380	360	+8	-1	-2	
General merchandise group.....	1,456	84	81	109	121	117	113	109	124	116	128	137	217	198	+5	+6	+53	
West South Central Division, total	21,327	1,575	1,539	1,760	1,771	1,854	1,804	1,812	1,859	1,681	1,835	1,790	2,047	1,980	+4	+3	+14	
Durable-goods stores.....																		
Nondurable-goods stores.....	13,665	1,015	961	1,114	1,119	1,150	1,139	1,152	1,222	1,094	1,149	1,159	1,391	1,352	+4	+3	+20	
Food group.....																		
GAF ² , total.....	4,278	278	255	312	351	350	339	335	380	334	365	382	597	556	+5	-4	-1	
General merchandise group.....	2,104	129	121	152	170	170	167	161	189	162	178	192	313	285	+5	+7	+56	
Mountain Division, total.....	10,407	730	690	833	850	877	878	944	936	839	912	902	1,016	946	+5	+7	+13	
Nondurable-goods stores.....	6,842	501	468	566	568	581	578	596	625	555	550	566	688	680	+1	+1	+22	
Food group.....																		
GAF ² , total.....	1,881	120	113	133	147	153	147	149	164	150	163	170	272	252	-1	0	0	
General merchandise group.....	1,038	61	60	72	84	88	83	82	95	78	85	94	156	147	+5	+8	+60	
Pacific Division, total.....	34,109	2,604	2,433	2,730	2,740	2,872	2,833	2,830	2,920	2,670	2,942	2,950	3,585	3,414	+4	+5	+22	
Durable-goods stores.....	11,526	871	833	940	955	1,007	990	987	946	867	1,065	975	1,090	993	+4	+10	+12	
Nondurable-goods stores.....	22,583	1,733	1,600	1,790	1,785	1,865	1,843	1,843	1,974	1,803	1,877	1,975	2,495	2,421	+4	+3	+26	
Food group.....	8,068	665	623	690	636	683	658	673	733	634	655	702	716	720	+2	-1	+2	
GAF ² , total.....	7,680	519	474	553	589	599	599	584	644	615	669	711	1,124	1,066	+6	+5	+58	

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups: these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: DECEMBER 1962 TO DECEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1963														1962	Percentage change		
	Total 1963	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Apr.-Dec. 1963 from--			
															Apr.-Dec. 1962	Dec. 1962	Nov. 1963	
California.....	26,127	2,009	1,898	2,111	2,113	2,204	2,156	2,140	2,192	2,011	2,248	2,277	2,768	2,631	+4	+5	+22	
Illinois.....	15,019	1,100	1,026	1,203	1,275	1,290	1,235	1,193	1,234	1,172	1,332	1,386	1,573	1,528	+4	+3	+13	
Massachusetts.....	7,420	603	535	595	624	662	636	606	607	549	607	631	765	785	+2	-3	+21	
Michigan.....	11,007	805	745	846	909	947	936	945	953	859	981	973	1,108	1,073	+4	+3	+14	
New Jersey.....	8,986	670	635	744	770	780	752	749	735	675	780	782	914	856	+5	+7	+17	
New York.....	23,999	1,825	1,690	1,921	1,996	2,075	1,992	1,940	1,997	1,892	2,081	2,110	2,480	2,441	+3	+2	+18	
Ohio.....	13,110	920	871	1,006	1,072	1,100	1,087	1,088	1,135	1,074	1,212	1,182	1,363	1,268	+6	+7	+15	
Pennsylvania.....	14,466	1,050	967	1,157	1,230	1,291	1,232	1,213	1,205	1,100	1,240	1,264	1,517	1,428	+3	+6	+20	
Texas.....	13,011	959	959	1,084	1,097	1,149	1,104	1,088	1,130	1,013	1,107	1,074	1,247	1,199	+2	+4	+16	

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: DECEMBER 1962 TO DECEMBER 1963

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1963														1962	Percentage change		
	Total 1963	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Apr.-Dec. 1963	Dec. 1963 from--		
															Apr.-Dec. 1962	Dec. 1962	Nov. 1963	
Standard Consolidated Areas ²																		
Chicago, Ill.-Northwestern Ind., total.....	10,624	767	731	878	915	913	884	837	869	818	928	963	1,121	1,104	+2	+2	+16	
GAF ³							C								+8	+9	+39	
New York-Northeastern N. J., total.....	21,373	1,661	1,550	1,768	1,813	1,864	1,778	1,693	1,693	1,635	1,838	1,869	2,211	2,147	+4	+3	+18	
GAF ³	5,740	396	343	424	463	457	461	413	445	484	505	537	812	767	+3	+6	+51	
Standard Metropolitan Statistical Areas ²																		
Chicago, Ill., total.....	9,778	706	669	808	843	841	810	765	797	753	847	894	1,045	1,025	+2	+2	+17	
GAF ³							C								+8	+10	+39	
Detroit, Mich., total.....							C								+4	+3	+14	
GAF ³							C								+9	+14	+58	
Los Angeles, Calif., total.....	11,887	923	847	947	945	978	953	965	989	918	1,039	1,064	1,319	1,232	+4	+7	+24	
GAF ³							C								+9	+13	+59	
New York, N. Y., total.....	15,243	1,195	1,106	1,240	1,270	1,312	1,250	1,204	1,220	1,191	1,312	1,345	1,598	1,568	+3	+2	+19	
GAF ³							C								+3	+3	+49	
Philadelphia, Pa., total.....							C								+4	+10	+21	
GAF ³							C								+4	+13	+54	

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	s	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	s	s	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402
—
OFFICIAL BUSINESS
FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

381
Un 33/ra 2
Cap 2

Comm



FOR RELEASE
MARCH 12, 1964

BR-64-1

Retail Sales and End-of-Month Accounts Receivable: January 1964

SALES

Total sales of all retail stores in the United States during January 1964 were estimated at \$19.1 billion, 23 percent below sales for December 1963 and 5 percent above January 1963. After adjustment for seasonal variations and trading day differences but not for price changes, January 1964 sales amounted to \$21.0 billion, virtually unchanged from December 1963, but 3 percent higher than January a year ago. January 1964 adjusted sales of durable goods stores rose 1 percent from the previous month while nondurable goods stores remained unchanged from December 1963. Both durable and nondurable goods stores reported a 3 percent increase on an adjusted basis over January 1963.

Based on adjusted data within the durable goods category, a month to month sales increase of 2 percent was reported for the furniture and appliance group, while the automotive group remained unchanged and the lumber, building, hardware and farm equipment group declined 1 percent. Within the nondurable goods category, eating and drinking places reported the largest month-to-month increase of 4 percent followed by the food and apparel groups, each with a 1 percent increase. The general merchandise group was unchanged from December 1963.

Compared with January 1963, adjusted sales of all major kind-of-business groups increased with the exception of the lumber, building, hardware, farm equipment group which was down 1 percent. In the durable goods category, the furniture and appliance group increased 10 percent and the automotive group increased 2 percent. In the nondurable goods category, the general merchandise and eating and drinking places groups each increased 7 percent, the apparel group increased 3 percent and the food group increased 2 percent.

Total unadjusted sales of Group II stores (i.e., stores of organizations with 11 or more retail stores in 1958) during January 1964 amounted to \$4.5 billion, a decrease of 36 percent from the \$6.9 billion reported for December 1963 but 10 percent above January 1963. After adjustment for seasonal variations and trading day differences, January 1964 Group II sales amounted to \$5.1 billion, an increase of 1

percent from the previous month and 7 percent higher than January 1963.

Based on total 1963 final unadjusted sales, the food group was 24 percent of the United States total, the largest group in comparison with the other major groups. The automotive group was next with 19 percent followed by the general merchandise group with 12 percent. Gasoline service stations represented 8 percent of the United States total followed by eating and drinking places with 7 percent. The apparel group and the lumber, building, hardware, farm equipment group each represented 6 percent of the total sales in 1963.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$14.8 billion in total accounts receivable balances owed by customers as of January 31, 1964. This amount was 10 percent higher than the \$13.5 billion reported as of January 1963 and 5 percent less than the \$15.5 billion outstanding at the end of December 1963. Based on data not adjusted for seasonal variations, installment account balances decreased 5 percent from the December 1963 level while charge account balances decreased 4 percent. The increase in total credit balances from the year ago level reflected a 10 percent increase in installment account balances and a 9 percent increase in charge account balances.

Total receivable balances of durable goods stores were 5 percent lower than those for the previous month and 7 percent above those at the end of January 1963. Nondurable goods stores reported total receivable balances 5 percent below the end-of-December total and an 11 percent increase over the total outstanding at the end of January 1963.

Total receivable balances of Group II stores (i.e., stores of organizations with 11 or more retail stores in 1958) during January 1964 amounted to \$5.3 billion. Based on data not adjusted for seasonal variations, this was 5 percent less than the \$5.6 billion reported as of the end of December 1963 and 13 percent more than the \$4.7 billion outstanding as of a year ago January 31, 1963.

MAR 12 1964

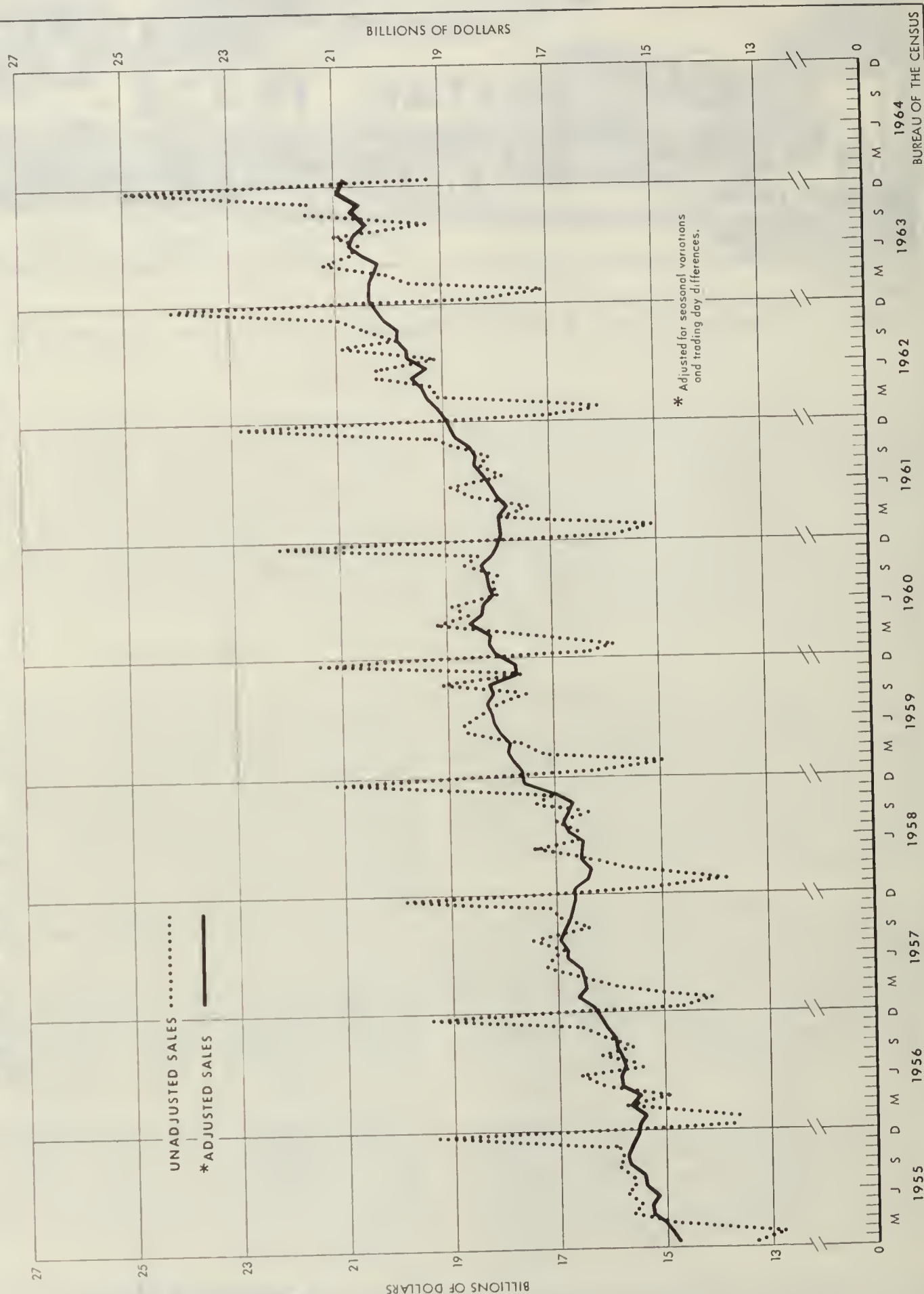


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1964

(Millions of dollars)															
Kind of business	1964		1963												Total 1963
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		
	Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	19,137	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	24,981	246,312	
Durable-goods stores, total.....	6,010	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,157	80,047	
Nondurable-goods stores, total.....	13,127	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,824	166,265	
Food group.....	5,004	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,168	59,117	
Grocery stores.....	4,537	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,655	53,527	
Meat markets.....	130	124	120	126	123	132	124	131	132	118	123	124	132	1,509	
Bakery products stores.....	95	90	83	93	90	90	90	86	93	91	95	97	104	1,102	
Eating and drinking places.....	1,441	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,526	18,064	
Eating places.....	1,002	920	859	982	1,027	1,098	1,127	1,159	1,202	1,070	1,083	1,028	1,048	12,603	
Restaurants, cafeterias, lunchrooms.....	840	775	726	818	839	882	896	925	972	870	892	855	877	10,327	
Drinking places.....	439	414	395	439	436	464	465	487	496	456	473	458	478	5,461	
General merchandise group ^R	1,865	1,744	1,627	2,075	2,299	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,389	28,650	
Department stores and dry goods, general merchandise stores ^F	1,342	1,261	1,137	1,498	1,644	1,646	1,656	1,512	1,757	1,646	1,734	1,956	3,157	20,604	
Department stores ^F	1,081	1,006	905	1,205	1,323	1,325	1,340	1,212	1,408	1,340	1,404	1,590	2,625	16,683	
Variety stores.....	285	259	274	320	384	361	357	341	390	354	378	414	791	4,623	
Mail order houses (department store merchandise) ^F	140	126	126	153	163	160	141	148	183	172	197	248	307	2,124	
Apparel group.....	1,031	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,160	14,448	
Men's, boys' wear stores ²	206	204	160	186	224	218	239	200	209	203	218	254	470	2,785	
Men's, boys' clothing, furnishings stores.....	200	197	155	180	216	211	233	194	203	197	210	246	461	2,703	
Women's apparel, accessory stores ³	410	377	326	428	482	460	421	390	446	448	472	509	829	5,588	
Women's ready-to-wear stores.....	350	329	286	382	424	402	372	342	394	399	418	446	723	4,917	
Family clothing stores.....	190	190	157	212	247	229	224	196	238	231	247	282	468	2,921	
Shoe stores.....	178	165	147	205	259	210	202	179	212	214	197	202	295	2,487	
Furniture and appliance group.....	914	830	781	838	854	934	933	965	992	980	1,095	1,077	1,320	11,599	
Furniture, home furnishings stores.....	581	517	502	543	574	612	599	608	651	647	719	703	783	7,458	
Furniture stores.....	423	374	356	387	404	448	443	455	496	476	517	508	585	5,458	
Household appliance, TV, radio stores.....	333	313	279	295	280	322	334	357	341	333	376	374	537	4,141	
Household appliance dealers.....	241	228	201	211	206	240	252	271	256	247	273	270	388	3,043	
Lumber, building, hardware, farm equipment group.....	932	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,180	15,523	
Lumber yards, building materials dealers ⁴	532	520	493	604	748	828	819	876	911	842	897	771	608	8,917	
Lumber yards.....	355	347	324	398	498	551	555	600	632	582	608	515	395	6,005	
Hardware stores.....	173	175	156	191	229	240	231	224	227	213	222	231	306	2,645	
Automotive group.....	3,646	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,663	45,932	
Passenger car, other automotive dealers.....	3,456	3,309	3,148	3,732	4,033	4,060	3,865	3,746	3,288	2,779	4,148	3,712	3,352	43,172	
Passenger car dealers ⁵	3,376	3,215	3,043	3,608	3,871	3,905	3,715	3,608	3,151	2,677	4,042	3,613	3,266	41,714	
Passenger car dealers (franchised).....	3,100	2,921	2,753	3,290	3,546	3,570	3,404	3,313	2,883	2,402	3,745	3,330	3,034	38,191	
Tire, battery, accessory dealers.....	190	178	161	194	229	241	261	257	241	211	239	237	311	2,760	
Gasoline service stations.....	1,563	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,709	19,361	
Drug and proprietary stores.....	683	649	641	667	652	676	664	660	680	647	667	666	900	8,169	
Drug stores.....	659	630	623	647	632	655	640	636	655	622	643	643	866	7,892	
Liquor stores.....	440	409	386	427	429	458	450	474	489	437	466	510	722	5,647	
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	20,980	20,387	20,374	20,350	20,276	20,200	20,486	20,719	20,666	20,426	20,716	20,558	20,908		
Durable-goods stores, total.....	6,832	6,624	6,624	6,576	6,646	6,512	6,630	6,773	6,562	6,606	6,941	6,734	6,781		
Nondurable-goods stores, total.....	14,148	13,763	13,750	13,774	13,630	13,688	13,856	13,946	14,104	13,820	13,775	13,824	14,127		
Food group.....	5,016	4,924	4,894	4,853	4,864	4,890	4,923	5,030	4,996	4,897	4,943	4,973	4,966		
Grocery stores.....	4,526	4,463	4,433	4,399	4,400	4,414	4,456	4,540	4,527	4,441	4,484	4,512	4,500		
Eating and drinking places.....	1,586	1,480	1,496	1,507	1,518	1,504	1,511	1,497	1,519	1,470	1,530	1,506	1,521		
General merchandise group ^R	2,470	2,308	2,332	2,409	2,301	2,322	2,409	2,415	2,475	2,390	2,303	2,355	2,468		
Department stores ^F	1,446	1,343	1,349	1,417	1,330	1,353	1,414	1,403	1,452	1,386	1,321	1,355	1,457		
Variety stores.....	404	373	376	378	377	380	389	385	387	386	390	381	396		
Mail order houses (department store mdse.) ^F	181	158	169	173	171	163	174	185	189	181	173	183	184		
Apparel group.....	1,257	1,222	1,209	1,207	1,166	1,156	1,179	1,214	1,259	1,204	1,150	1,186	1,243		
Men's, boys' wear stores ²	229	231	234	233	233	221	222	239	247	238	217	224	238		
Women's apparel, accessory stores ³	501	461	460	462	443	447	471	475	480	465	451	463	479		
Shoe stores.....	221	211	215	219	203	203	199	202	209	198	196	205	222		
Furniture and appliance group.....	1,028	938	953	940	945	938	935	979	939	985	1,028	986	1,010		
Furniture, home furnishings stores.....	667	599	616	607	617	598	611	613	611	648	666	640	631		
Household appliance, TV, radio stores.....	361	339	337	333	328	340	324	366	328	337	362	346	379		
Lumber, building, hardware, farm equipment group.....	1,263	1,278	1,273	1,289	1,290	1,238	1,263	1,262	1,299	1,318	1,350	1,381	1,283		
Lumber yards, building materials dealers ⁴	725	721	718	722	736	738	750	746	771	761	764	754	713		
Hardware stores.....	215	225	221	220	221	202	212	212	221	214	222	240	234		
Automotive group.....	3,919	3,854	3,820	3,764	3,824	3,740	3,843	3,940	3,733	3,717	3,980	3,791	3,906		
Passenger car, other automotive dealers.....	3,677	3,624	3,598	3,544	3,602	3,515	3,607	3,709	3,512	3,495	3,748	3,556	3,657		
Tire, battery, accessory dealers.....	242	230	222	220	222	225	236	231	221	222	232	235	249		
Gasoline service stations.....	1,635	1,627	1,611	1,618	1,594	1,581	1,584	1,602	1,612	1,605	1,618	1,638	1,677		
Drug and proprietary stores.....	706	670	683	678	677	678	674	674	685	688	683	677	689		
Liquor stores.....	479	456	457	458	471	469	475	481	476	466	478	473	481		

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.Note: United States totals include kinds of business not shown separately. ^R Sampling variabilities for unadjusted data shown in table 8, page 9.^R Revised for January 1963 and June through November 1963.^R Revised for January through November 1963.

1962 unadjusted annual totals have been revised as follows: Department stores and dry goods, general merchandise stores = 19,527; department stores = 15,842; and mail order houses = 1,958. Monthly revisions are available upon request.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1964

Kind of business	Percentage changes in sales all retail stores		Kind of business	Percentage changes in sales all retail stores	
	January 1964 from--			January 1964 from--	
	January 1963	December 1963		January 1963	December 1963

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+5	-23	Furniture and appliance group.....	+10	-31
			Furniture stores.....	+13	-28
Durable-goods stores, total.....	+6	-16	Floor coverings stores*.....	+32	-16
Nondurable-goods stores, total.....	+4	-26	Household appliance, TV, radio stores.....	+6	-38
			Household appliance stores.....	+6	-38
			TV, radio stores*.....	+8	-39
Food group.....	+6	-3	Lumber, building, hardware, farm equipment group..	+1	-21
Grocery stores.....	+5	-3	Lumber, building materials dealers.....	+2	-12
Meat markets.....	+5	-2	Lumber yards.....	+2	-10
Fruit stores, vegetable markets*.....	+37	-7	Paint, glass, wallpaper stores*.....	+18	-11
Candy, nut, confectionery stores*.....	-6	-25	Heating and plumbing equipment dealers*.....	+30	-20
Bakery products stores.....	+6	-9	Hardware stores.....	-1	-43
Delicatessen stores*.....	+4	-7	Farm equipment dealers*.....	0	-14
Eating and drinking places.....	+8	-6	Automotive group.....	+5	0
Eating places.....	+9	-4	Passenger car dealers.....	+5	+3
Restaurants, cafeterias, lunchrooms.....	+8	-4	Passenger car dealers (franchised).....	+6	+2
Drinking places.....	+6	-8	Tire, battery, accessory dealers.....	+7	-39
General merchandise group.....	+7	-58	Gasoline service stations.....	+1	-9
Department stores and dry goods, general merchandise stores.....	+6	-57	Fuel, fuel oil dealers*.....	-11	-4
Department stores.....	+7	-59	Fuel dealers, except fuel oil*.....	-10	-3
Variety stores.....	+10	-64	Fuel oil dealers*.....	-11	-4
Mail order houses (department store merchandise)	+11	-54	Drug and proprietary stores.....	+5	-24
			Drug stores.....	+5	-24
Apparel group.....	+5	-52	Liquor stores.....	+8	-39
Men's, boys' clothing, furnishings stores.....	+2	-57	Jewelry stores*.....	-5	-74
Men's, boys' clothing stores*.....	+1	-55	Florists*.....	+14	-34
Men's, boys' furnishings stores*.....	+3	-60	Book stores*.....	+38	-11
Women's ready-to-wear stores.....	+6	-52	Stationery stores*.....	0	-16
Family clothing stores.....	0	-59	Music stores*.....	-4	-43
Women's apparel, accessory, specialty stores*....	+11	-49	Camera, photographic supply stores*.....	+21	-36
Shoe stores.....	+8	-40	Optical goods stores*.....	+12	+12
			Typewriter stores*.....	-24	-13

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+3	0	Furniture and appliance group.....	+10	+2
Durable-goods stores, total.....	+3	+1	Furniture, home furnishings stores.....	+11	+6
Nondurable-goods stores, total.....	+3	0	Household appliance, TV, radio stores.....	+6	-5
Food group.....	+2	+1	Lumber, building, hardware, farm equipment group..	-1	-1
Grocery stores.....	+1	+1	Lumber, building materials dealers.....	+1	+2
Eating and drinking places.....	+7	+4	Hardware stores.....	-4	-8
General merchandise group.....	+7	0	Automotive group.....	+2	0
Department stores.....	+8	-1	Passenger car and other automotive dealers.....	+1	+1
Variety stores.....	+8	+2	Tire, battery, accessory dealers.....	+5	-3
Mail order houses (department store merchandise)	+15	-2	Gasoline service stations.....	0	-3
Apparel group.....	+3	+1	Drug and proprietary stores.....	+5	+2
Men's, boys' wear stores.....	-1	-4	Liquor stores.....	+5	0
Women's apparel, accessory stores.....	+8	+4			
Shoe stores.....	+5	0			

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9 for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1964

(Millions of dollars)

Kind of business	1964	1963												Total 1963
	Jan.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	4,464	4,075	3,826	4,571	4,651	4,849	4,767	4,601	5,107	4,611	4,915	5,364	6,943	58,280
Durable-goods stores, total.....	310	283	272	324	355	384	385	388	389	365	412	411	501	4,469
Nondurable-goods stores, total.....	4,154	3,792	3,554	4,247	4,296	4,465	4,382	4,213	4,718	4,246	4,503	4,953	6,442	53,811
Food group.....	2,139	1,951	1,842	2,119	1,920	2,123	2,006	1,974	2,193	1,877	2,018	2,192	2,142	24,357
Grocery stores ¹	2,086	1,897	1,790	2,067	1,862	2,063	1,950	1,915	2,137	1,825	1,965	2,140	2,181	23,692
Eating and drinking places.....	102	91	89	102	102	107	108	111	115	107	109	105	107	1,253
General merchandise group ^R	1,248	1,108	1,035	1,329	1,504	1,491	1,516	1,415	1,641	1,526	1,615	1,843	2,995	19,018
Department stores and dry goods, general merchandise stores ^R	895	793	711	956	1,066	1,070	1,106	1,011	1,176	1,105	1,149	1,307	2,113	13,563
Department stores ^R	776	690	621	835	929	935	965	879	1,015	961	1,000	1,137	1,850	11,817
Variety stores.....	216	191	204	241	294	276	276	263	301	272	292	321	611	3,542
Apparel group.....	247	228	202	283	353	315	307	263	310	309	311	348	567	3,796
Men's, boys' wear stores ²	26	24	19	25	29	29	30	25	25	25	30	34	60	355
Women's apparel, accessory stores ³	97	93	82	116	141	135	130	115	138	128	131	152	246	1,607
Women's ready-to-wear stores.....	89	86	76	107	129	124	120	106	128	118	120	141	226	1,481
Shoe stores.....	73	66	64	87	113	90	87	71	84	93	83	83	133	1,054
Furniture and appliance group.....	78	72	71	85	83	91	92	91	98	94	102	108	128	1,115
Tire, battery, accessory dealers.....	75	69	62	77	92	97	103	102	94	83	93	94	132	1,098
Drug and proprietary stores.....	140	129	128	135	134	138	141	138	143	135	138	143	226	1,728
Liquor stores.....	91	85	84	96	93	100	95	99	105	92	102	111	171	1,233
Data ADJUSTED for seasonal variations and trading day differences														
United States, total.....	5,071	4,751	4,737	4,778	4,705	4,730	4,848	4,914	4,983	4,811	4,809	4,922	*5,043	
Grocery stores.....	2,041	1,965	1,952	1,940	1,946	1,955	1,964	1,992	2,007	1,970	1,993	2,015	2,017	
Eating and drinking places.....	111	99	102	104	103	104	104	105	107	105	107	105	106	
General merchandise group ^R	1,680	1,498	1,513	1,569	1,503	1,512	1,593	1,604	1,646	1,605	1,523	1,600	1,674	
Department stores ^R	1,039	927	927	972	922	939	990	995	1,035	1,000	932	993	1,051	
Variety stores.....	318	288	288	294	287	285	297	295	294	29	298	296	305	
Apparel group.....	336	313	311	311	309	309	311	324	341	316	298	310	326	
Men's, boys' wear stores ²	31	29	29	29	29	29	28	33	33	31	29	27	29	
Women's apparel, accessory stores ³	139	133	126	131	126	131	136	141	147	132	125	135	137	
Shoe stores.....	94	88	94	92	89	85	83	82	90	87	84	83	92	
Tire, battery, accessory stores.....	99	92	88	89	90	88	93	92	88	89	91	92	99	
Drug and proprietary stores.....	152	140	143	140	139	143	144	145	150	147	146	144	147	

¹ Based on weekly sales figures converted to calendar month totals. January 1964 weekly sales (in millions of dollars) were as follows: For week ending January 4 = 465; January 11 = 454; January 18 = 464; January 25 = 456; February 1 = 470.

² Includes men's boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

^R Revised for January 1963 and June through December 1963.

^R Revised for January through December 1963.

1962 unadjusted annual totals have been revised as follows: Department stores and dry goods, general merchandise stores = 12,495; department stores = 11,812. Monthly revisions are available upon request.

* Adjusted data for all kinds of business revised, see Note, Table 12.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JAN. 1963 TO JAN. 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	1964	1963												Total 1963 ¹
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
United States, total.....	5,374	4,901	4,592	5,469	5,574	5,776	5,685	5,518	6,094	5,546	5,947	6,411	8,239	69,752
Food group.....	2,419	2,211	2,087	2,383	2,166	2,385	2,261	2,262	2,497	2,150	2,274	2,477	2,431	27,604
Grocery stores.....	2,341	2,138	2,016	2,309	2,086	2,302	2,184	2,179	2,417	2,074	2,217	2,401	2,343	26,666
Eating and drinking places.....	154	135	129	147	148	156	162	164	170	159	160	165	163	1,864
General merchandise group ^R	1,365	1,213	1,148	1,476	1,660	1,643	1,669	1,550	1,799	1,672	1,773	1,919	3,275	20,977
Department store and dry goods, general merchandise stores ^R	996	881	795	1,070	1,189	1,196	1,237	1,126	1,312	1,231	1,285	1,457	2,349	15,126
Department stores ^R	848	754	682	919	1,018	1,024	1,058	957	1,105	1,091	1,095	1,144	2,229	14,930
Drug and proprietary stores.....	167	156	154	162	160	167	169	167	176	165	168	172	266	2,182

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

^R Revised for January 1963 and June through November 1963.

1962 unadjusted annual totals have been revised as follows: Department stores and dry goods, general merchandise stores = 13,773; department stores = 11,771. Monthly revisions are available upon request.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: JANUARY 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales		Area	Percentage change in sales	
	January 1964 from--			January 1964 from--	
	January 1963	December 1963		January 1963	December 1963
STANDARD METROPOLITAN AREA			New York-Northeastern New Jersey ¹	+7	-56
Akron, Ohio.....	+9	-63	New York City.....	+6	-51
Albany-Schenectady-Troy, N. Y.....	NA	NA	Newark, N. J.....	+3	-57
Asheville, N. C.....	+2	-64	Norfolk-Portsmouth, Va.....	+8	-60
Atlanta, Ga.....	+8	-58	Oklahoma City, Okla.....	+7	-54
Augusta, Ga.....	+4	-56	Omaha, Nebr.....	+7	-60
Baltimore, Md.....	+17	-60	Peoria, Ill.....	+9	-60
Baton Rouge, La.....	+7	-58	Philadelphia, Pa.....	+11	-62
Binghamton, N. Y.....	-8	-62	Phoenix, Ariz.....	NA	NA
Birmingham, Ala.....	+3	-58	Pittsburgh, Pa.....	+6	-57
Boston, Mass.....	0	-59	Portland, Oreg.....	+8	-58
Buffalo, N. Y.....	+7	-57	Reading, Pa.....	+8	-62
Canton, Ohio.....	+5	-64	Richmond, Va.....	+5	-61
Chattanooga, Tenn.....	+9	-64	Rochester, N. Y.....	+7	-57
Chicago, Ill.....	+13	-56	Sacramento, Calif.....	+15	-60
Cincinnati, Ohio.....	+8	-60	St. Louis, Mo.....	+5	-54
Cleveland, Ohio.....	+8	-57	Salt Lake City, Utah.....	+2	-69
Columbus, Ga.....	NA	NA	San Antonio, Tex.....	+5	-52
Columbus, Ohio.....	+10	-59	San Bernardino, Calif.....	NA	NA
Corpus Christi, Tex.....	-2	-60	San Diego, Calif.....	+8	-52
Dallas, Tex.....	+10	-55	Savannah, Ga.....	+5	-57
Denver, Colo.....	+17	-53	Seattle, Wash.....	-4	-66
Des Moines, Iowa.....	+9	-58	Shreveport, La.....	0	-53
Detroit, Mich.....	+16	-55	South Bend, Ind.....	+6	-59
El Paso, Tex.....	+5	-58	Spokane, Wash.....	-3	-64
Erie, Pa.....	+10	-66	Springfield, Mo.....	+9	-63
Evansville, Ind.....	NA	NA	Springfield, Ohio.....	+11	-63
Flint, Mich.....	+11	-63	Syracuse, N. Y.....	+4	-60
Fort Wayne, Ind.....	+8	-60	Tacoma, Wash.....	-2	-62
Fort Worth, Tex.....	NA	NA	Tampa-St. Petersburg, Fla.....	+8	-52
Grand Rapids, Mich.....	+16	-60	Toledo, Ohio.....	+11	-62
Houston, Tex.....	+13	-53	Trenton, N. J.....	+11	-60
Indianapolis, Ind.....	+4	-60	Tulsa, Okla.....	+5	-57
Jacksonville, Fla.....	+14	-60	Utica-Rome, N. Y.....	+29	-64
Kansas City, Mo.....	+12	-58	Waco, Tex.....	+11	-56
Knoxville, Tenn.....			Washington, D. C.....	+6	-58
Lancaster, Pa.....	+7	-60	Wheeling, W. Va.....	+5	-69
Lexington, Ky.....	+15	-63	Wichita, Kans.....	+8	-57
Los Angeles, Long Beach, Calif.....	+7	-57	Worcester, Mass.....	+4	-62
Louisville, Ky.....	+17	-66	Youngstown, Ohio.....	+9	-62
Macon, Ga.....	+4	-60			
Memphis, Tenn.....	+11	-54	CITIES		
Miami, Fla.....	+13	-49	Bridgeport, Conn.....	-2	-62
Milwaukee, Wis.....	+4	-59	Bristol, Tenn.-Va.....	+1	-68
Mobile, Ala.....	+2	-62	Duluth, Minn.-Superior, Wis.....	+7	-60
New Orleans, La.....	+11	-50	Minneapolis, Minn.....	+7	-57
			Oakland-Berkeley, Calif.....	-8	-57
			Portsmouth, Ohio.....	+15	-69
			Rome, Ga.....	+7	-60
			St. Paul, Minn.....	+12	-59
			San Francisco, Calif.....	-4	-58
			Springfield, Mass.....	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: JANUARY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964	1963												Percentage change, Jan. 1964 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 1963	Dec. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,765	13,474	12,700	12,912	13,352	13,634	13,799	13,781	14,016	13,990	14,269	14,361	15,484	+10	-5
Durable-goods stores, total.....	6,319	5,892	5,685	5,799	5,965	6,160	6,339	6,457	6,559	6,532	6,559	6,456	6,626	+7	-5
Nondurable-goods stores, total.....	8,446	7,582	7,015	7,113	7,387	7,474	7,460	7,324	7,457	7,458	7,681	7,905	8,858	+11	-5
Food group.....	337	328	320	332	326	342	341	349	364	355	353	348	354	+3	-5
Grocery stores.....	282	270	270	276	272	291	292	298	305	300	293	289	293	+4	-4
Eating and drinking places.....	85	87	81	80	76	74	78	71	74	60	70	84	89	-2	-5
General merchandise group.....	5,026	4,510	3,994	4,031	4,144	4,228	4,325	4,287	4,371	4,452	4,592	4,762	5,423	+11	-7
Department stores and dry goods, general merchandise stores.....	3,872	3,489	3,043	3,065	3,166	3,227	3,288	3,274	3,336	3,381	3,521	3,641	4,164	+11	-7
Department stores.....	3,463	3,104	2,685	2,695	2,788	2,853	2,914	2,904	2,971	3,000	3,124	3,240	3,730	+12	-7
Mail order houses (department store mdse.)...	970	850	791	805	812	836	868	846	868	899	918	952	1,062	+14	-9
Apparel group.....	1,065	993	913	932	950	892	879	837	855	898	941	953	1,186	+7	-10
Women's ready-to-wear stores.....	459	453	414	438	448	418	400	371	379	406	422	421	512	+1	-10
Furniture and appliance group.....	2,168	2,073	2,009	1,984	1,985	2,067	2,031	2,005	2,026	2,035	2,042	2,061	2,278	+5	-5
Furniture, home furnishings stores.....	1,661	1,601	1,529	1,512	1,503	1,575	1,543	1,528	1,555	1,573	1,565	1,551	1,716	+4	-3
Furniture stores.....	1,500	1,454	1,392	1,387	1,366	1,446	1,426	1,401	1,433	1,426	1,419	1,394	1,532	+3	-2
Household appliance, TV, radio stores.....	507	472	479	472	482	492	488	477	471	462	477	510	562	+7	-10
Household appliance dealers.....	443	408	419	416	413	428	434	429	413	403	413	446	490	+9	-10
Lumber, building, hardware, farm equip. group.....	1,682	1,619	1,587	1,634	1,769	1,854	1,925	2,050	2,117	2,076	2,097	2,193	2,778	+4	-5
Lumber yards, building materials dealers ²	1,235	1,177	1,136	1,125	1,231	1,283	1,345	1,445	1,510	1,498	1,520	1,441	1,300	+5	-5
Lumber yards.....	906	878	852	836	917	962	1,014	1,098	1,134	1,104	1,114	1,046	948	+3	-4
Automotive group.....	1,520	1,329	1,276	1,349	1,401	1,408	1,456	1,510	1,462	1,457	1,514	1,538	1,560	+14	-3
Passenger car dealers.....	1,012	877	834	897	947	936	943	1,011	944	974	1,020	1,028	1,048	+15	-3
Passenger car dealers (franchised).....	940	821	775	830	867	861	869	910	878	880	952	957	980	+14	-4
Tire, battery, accessory dealers.....	482	422	412	422	429	442	479	500	485	483	461	482	479	+14	+1
Gasoline service stations.....	454	431	419	436	460	472	471	448	456	452	467	469	442	+5	+3
Other retail stores.....	2,428	2,099	2,101	2,134	2,241	2,297	2,293	2,224	2,291	2,205	2,193	2,214	2,374	+16	+2
CHARGE ACCOUNTS															
United States, total.....	7,491	6,842	6,586	6,658	7,032	7,202	7,147	7,157	7,264	7,178	7,381	7,381	7,826	+9	-4
Durable-goods stores, total.....	3,421	3,076	2,960	3,038	3,246	3,390	3,478	3,594	3,669	3,654	3,774	3,658	3,622	+11	-6
Nondurable-goods stores, total.....	4,070	3,766	3,626	3,620	3,786	3,812	3,669	3,563	3,595	3,524	3,607	3,723	4,204	+8	-3
Food group.....	325	321	312	325	319	331	329	339	349	337	340	336	342	+1	-5
General merchandise group.....	1,034	1,034	928	873	890	918	885	846	839	855	857	910	1,160	0	-11
Department stores and dry goods, general merchandise stores.....	948	942	838	782	793	821	781	745	740	750	768	819	1,065	+1	-11
Department stores.....	836	820	715	662	673	705	684	652	647	656	661	710	950	+2	-12
Apparel group.....	762	727	651	664	682	632	617	598	609	648	681	697	873	+5	-13
Furniture and appliance group.....	712	630	608	591	610	629	631	612	630	626	652	677	760	+13	-6
Furniture, home furnishings stores.....	534	477	454	440	461	483	475	464	480	484	490	498	562	+12	-5
Lumber, building, hardware, farm equip. group.....	1,509	1,430	1,402	1,439	1,580	1,655	1,730	1,845	1,912	1,876	1,914	1,761	1,606	+6	-6
Lumber yards, building materials dealers ²	1,183	1,109	1,068	1,062	1,173	1,221	1,286	1,385	1,448	1,437	1,460	1,386	1,246	+7	-5
Lumber yards.....	869	823	798	787	873	915	968	1,051	1,089	1,061	1,073	1,009	911	+6	-5
Automotive group.....	897	745	713	754	795	817	813	844	809	818	885	884	902	+20	-1
Passenger car dealers (franchised).....	653	540	516	548	581	579	572	594	572	577	632	638	662	+21	-1
Gasoline service stations.....	443	419	410	427	451	463	461	438	447	441	455	455	429	+6	+3
INSTALLMENT ACCOUNTS															
United States, total.....	7,274	6,632	6,114	6,254	6,320	6,432	6,652	6,624	6,752	6,812	6,888	6,980	7,658	+10	-5
Durable-goods stores, total.....	2,898	2,816	2,725	2,761	2,719	2,770	2,861	2,863	2,890	2,878	2,814	2,798	3,004	+3	-4
Nondurable-goods stores, total.....	4,376	3,816	3,389	3,493	3,601	3,662	3,791	3,761	3,862	3,934	4,074	4,182	4,654	+15	-6
General merchandise group.....	3,992	3,476	3,066	3,158	3,254	3,310	3,440	3,441	3,532	3,597	3,735	3,852	4,263	+15	-6
Department stores and dry goods, general merchandise stores.....	2,924	2,547	2,205	2,283	2,373	2,406	2,507	2,529	2,596	2,631	2,753	2,822	3,099	+15	-6
Department stores.....	2,627	2,284	1,970	2,033	2,115	2,148	2,230	2,252	2,324	2,463	2,530	2,780	3,112	+15	-6
Apparel group.....	303	271	262	268	268	260	262	239	246	250	260	256	313	+12	-3
Furniture and appliance group.....	1,456	1,443	1,401	1,393	1,375	1,438	1,400	1,393	1,396	1,409	1,390	1,384	1,518	+1	-4
Furniture, home furnishings stores.....	1,127	1,124	1,075	1,072	1,042	1,092	1,068	1,064	1,075	1,089	1,075	1,053	1,154	0	-2
Household appliance, TV, radio stores.....	329	319	326	321	333	346	332	329	321	320	315	331	364	+3	-10
Lumber, building, hardware, farm equip. group.....	173	189	185	195	189	199	195	205	205	200	183	171	172	-8	+1
Automotive group.....	623	584	563	595	606	591	643	666	653	639	629	654	658	+7	-5
Tire, battery, accessory dealers.....	276	254	254	257	258	249	289	299	296	290	255	271	282	+9	-2

¹ Preliminary estimates, see Explanatory Material, page 14.² Revised.³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.⁴ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 1.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS: JANUARY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

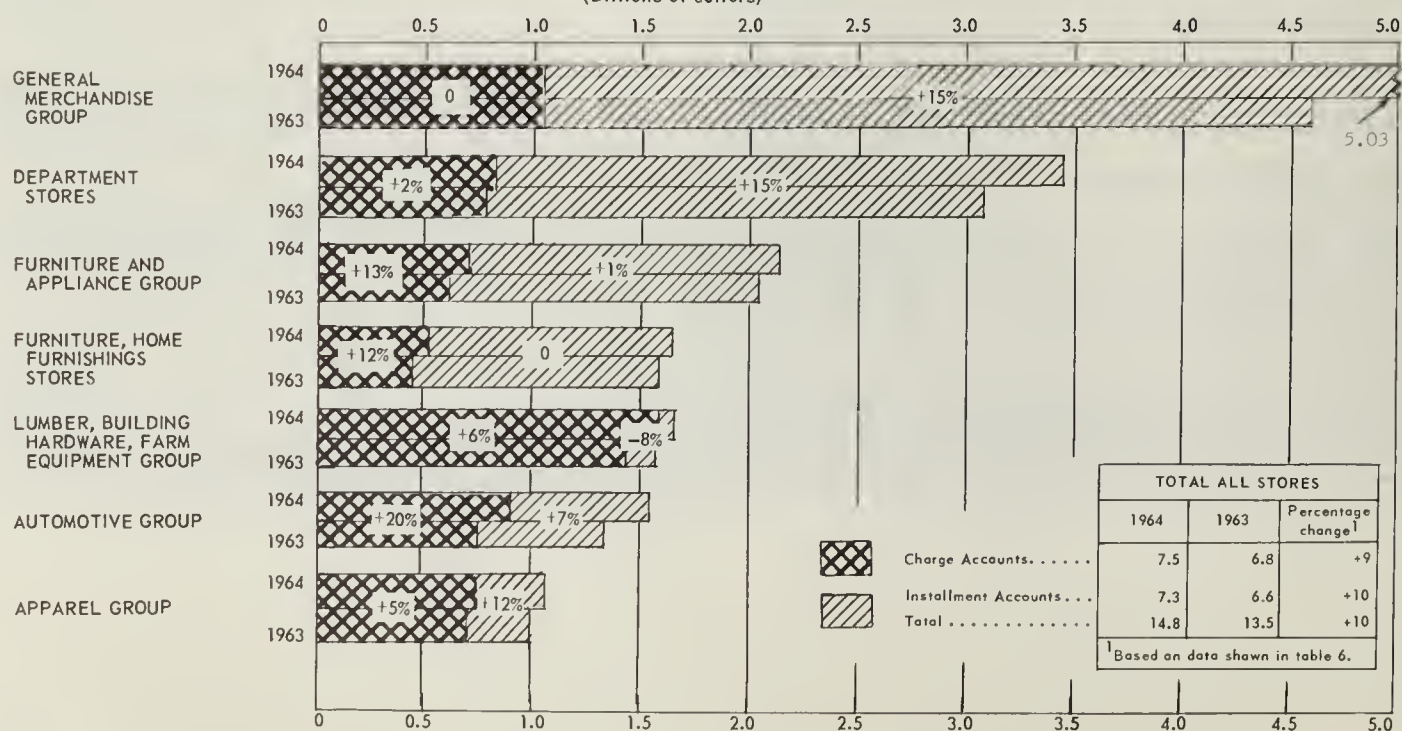
Kind of business	1964	1963												Percentage change, Jan. 1964 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 1963	Dec. 1963
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	5,291	4,688	4,198	4,267	4,377	4,468	4,606	4,605	4,789	4,846	4,923	5,072	5,591	+13	-5
Durable-goods stores, total.....	1,179	1,126	1,088	1,100	1,103	1,112	1,150	1,161	1,218	1,211	1,172	1,186	1,222	+5	-4
Nondurable-goods stores, total.....	4,112	3,562	3,110	3,167	3,274	3,356	3,456	3,444	3,571	3,635	3,751	3,886	4,369	+15	-6
General merchandise group.....	3,667	3,162	2,733	2,778	2,873	2,953	3,058	3,065	3,187	3,255	3,365	3,488	3,904	+16	-6
Department stores and dry goods, general merchandise stores.....	2,897	2,507	2,140	2,177	2,266	2,321	2,401	2,405	2,508	2,552	2,654	2,744	3,095	+16	-6
Department stores.....	2,600	2,249	1,915	1,949	2,028	2,077	2,149	2,153	2,256	2,280	2,375	2,455	2,779	+16	-6
Apparel group.....	271	234	216	224	230	224	227	215	215	223	229	235	294	+16	-8
Furniture and appliance group.....	360	339	334	336	335	332	332	332	329	334	339	343	375	+6	-4
Tire, battery, accessory dealers.....	274	264	259	257	264	268	290	307	306	301	266	282	288	+4	-5
CHARGE ACCOUNTS															
United States, total.....	1,060	972	887	870	888	923	928	906	955	957	954	975	1,116	+9	-5
Durable-goods stores, total.....	310	277	267	271	280	296	315	321	369	363	357	350	331	+12	-6
Nondurable-goods stores, total.....	750	695	620	599	608	627	613	585	586	594	597	625	785	+8	-4
General merchandise group.....	452	429	371	341	341	359	352	330	338	350	346	368	489	+5	-8
Department stores and dry goods, general merchandise stores.....	409	392	336	306	306	323	310	289	295	306	306	329	449	+4	-9
Department stores.....	376	358	306	278	278	296	284	264	274	283	284	302	418	+5	-10
Apparel group.....	137	113	99	103	108	105	106	107	99	105	108	107	138	+21	-1
Furniture and appliance group.....	40	39	41	41	40	37	39	37	37	37	39	40	43	+3	-7
INSTALLMENT ACCOUNTS															
United States, total.....	4,231	3,716	3,311	3,397	3,489	3,545	3,678	3,699	3,834	3,889	3,969	4,097	4,475	+14	-5
Durable-goods stores, total.....	869	849	821	829	823	816	835	840	849	848	815	836	891	+2	-2
Nondurable-goods stores, total.....	3,362	2,867	2,490	2,568	2,666	2,729	2,843	2,859	2,985	3,041	3,154	3,261	3,584	+17	-6
General merchandise group.....	3,215	2,733	2,362	2,437	2,532	2,594	2,706	2,735	2,849	2,905	3,019	3,120	3,415	+18	-6
Department stores and dry goods, general merchandise stores.....	2,488	2,115	1,804	1,871	1,960	1,998	2,091	2,116	2,213	2,246	2,348	2,415	2,646	+18	-6
Department stores.....	2,224	1,891	1,609	1,671	1,750	1,781	1,865	1,887	1,982	1,997	2,091	2,153	2,361	+18	-6
Apparel group.....	134	121	117	121	122	119	121	108	116	118	121	128	156	+11	-14
Furniture and appliance group.....	320	300	293	295	295	295	293	295	292	297	300	309	332	+7	-4

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS-- JANUARY 1964, AND JANUARY 1963

(Billions of dollars)



NOTE: January 1964 data are based on preliminary estimates while January 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 19.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	4.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 20.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 19.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

² Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .7 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 21, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 22. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL AND TRADING DAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JULY 1962--MAY 1964

Kind of business	1962												1963												1964 ^r											
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar. ¹	Apr. ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ^r	Jan.	Feb.	Mar. ¹	Apr. ¹	May													
	All stores																																			
United States, total.....	97.4	101.3	95.1	103.7	104.0	119.1	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.3	96.8	99.1	103.6													
Durable-goods stores, total.	100.4	101.6	89.3	110.0	104.7	104.3	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	87.9	84.1	97.5	105.3	106.8													
Nondurable-goods stores, total.....	95.9	101.1	97.7	100.8	102.9	126.1	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.9	96.4	96.1	102.0													
Food group.....	97.9	103.1	98.9	101.2	101.2	106.7	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.3	95.7	96.8	104.7													
Grocery stores.....	97.6	103.0	98.9	98.3	101.2	106.5	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	100.6	97.6	95.7	96.6	104.9													
Eating and drinking places.....	109.8	111.6	103.8	102.0	98.2	100.4	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	97.0	96.7	103.8													
General merchandise group.....	85.1	98.3	96.2	104.5	115.2	175.4	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7													
Department stores.....	84.0	96.8	97.4	105.9	116.9	177.9	74.9	67.1	85.0	99.5	97.9	91.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8													
Variety stores.....	87.0	98.6	93.3	96.9	107.0	200.8	69.4	74.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.7	96.3	85.6	95.1													
Mail order houses (department store merchandise).....	77.3	102.1	91.6	112.9	141.4	155.3	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.3	94.5	93.2	91.1													
Apparel group.....	81.7	91.3	99.3	103.1	108.2	171.4	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.6	104.2	89.5	98.8													
Men's, boys' wear stores.....	81.7	83.2	88.1	100.0	110.7	196.3	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8													
Women's apparel, accessory stores.....	80.9	90.8	98.6	103.6	108.0	170.0	81.7	70.7	92.6	108.3	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	82.0	74.2	105.2	92.0	100.9													
Shoe stores.....	87.0	99.3	111.1	100.1	95.9	132.7	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3													
Furniture and appliance group.....	97.1	104.6	99.6	105.7	109.9	131.5	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.9	85.8	89.5	91.6	96.6													
Furniture, home furnishings stores	97.0	106.0	98.8	107.6	111.0	126.0	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.1	84.9	89.8	94.5	98.1													
Household appliance, TV, radio stores.....	97.1	102.2	100.9	102.4	107.5	141.3	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.1	87.3	88.8	86.4	93.8													
Lumber, building, hardware, farm equipment group.....	112.2	114.4	105.4	113.1	99.9	92.0	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.7	71.0	88.6	106.6	108.3													
Lumber yards, building materials dealers.....	114.6	120.9	106.7	115.0	105.3	85.7	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4													
Hardware stores.....	103.9	102.3	98.7	100.0	97.8	130.0	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	83.0	73.4	86.8	105.6	112.0													
Automotive group.....	98.2	97.0	99.1	111.3	104.5	92.0	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.0	88.4	104.3	110.6	110.3													
Passenger car, other automotive dealers.....	97.6	96.3	78.1	111.8	104.8	89.9	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5													
Tire, battery, accessory dealers.....	107.7	107.3	95.1	104.2	99.0	123.4	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.5	75.7	85.0	99.8	106.5													
Gasoline service stations.....	106.7	107.2	99.9	102.1	99.0	101.8	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.2	97.3	96.6	102.3													
Drug and proprietary stores.....	96.7	98.1	95.6	97.8	96.8	129.9	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1													
Liquor stores.....	97.7	100.7	95.5	97.3	105.8	150.8	89.8	84.5	93.3	91.2	97.8	94.9	93.5	102.7	93.7	97.4	107.7	149.9	91.9	88.7	88.4	91.7	98.1													
Group II stores																																				
United States, total.....	94.4	100.9	97.8	100.8	106.3	137.7	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	94.9	94.6	95.2	101.3													
Grocery stores.....	94.3	101.9	97.4	96.7	103.1	106.9	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.1	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3													
Eating and drinking places.....	105.6	106.6	102.2	101.9	99.4	100.0	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.8	98.4	99.2	103.7													
General merchandise group.....	86.2	99.3	96.0	122.6	115.4	176.1	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.4	90.7	92.7	95.8													
Department stores.....	86.1	98.0	97.0	106.5	114.2	171.1	74.5	67.0	88.2	98.4	99.6	97.5	88.3	99.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8													
Variety stores.....	87.2	100.0	93.2	97.9	102.9	202.9	66.5	70.8	88.6	95.8	96.8	92.8	88.0	102.4	91.8	98.1	108.4	200.5	67.9	74.9	93.4	85.6	95.5													
Apparel group.....	79.8	91.4	100.5	102.7	109.1	170.6	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	68.1	111.4	88.7	101.0													
Men's, boys' wear stores.....	75.2	76.1	81.3	104.8	120.9	202.5	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	68.2	97.9	84.0	98.2													
Women's apparel, accessory stores.....	80.4	92.4	99.1	102.8	111.5	179.1	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	68.0	108.0	87.6	101.9													
Shoe stores.....	84.3	91.8	108.9	98.5	97.1	142.7	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.0	121.3	94.2	104.9													
Tire, battery, accessory stores.....	107.4	105.8	92.9	103.0	99.9	131.1	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	74.0	84.5	99.6	107.2													
Drug and proprietary stores.....	94.7	94.1	93.6	94.8	97.9	164.4	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	93.5	93.5	94.6	95.7	97.3													

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	All stores											
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62
Durable-goods stores, total.....	7.48	6.12	27.6	1.79	1.56	.87	1.79	2	2.25	1.49	9.54	3.24
Nondurable-goods stores, total.....	8.05	5.98	34.8	.68	.58	.35	1.66	2	1.82	1.63	31.00	3.42
Food group.....	5.88	2.39	9.6	.72	.61	.34	1.79	2	1.72	1.43	31.00	4.92
Grocery stores.....	6.03	2.22	9.0	.73	.63	.38	1.66	2	1.72	1.41	62.00	4.56
Eating and drinking places.....	5.23	3.69	20.1	.86	.78	.35	2.23	3	2.14	1.65	10.33	5.08
General merchandise group.....	17.39	15.30	101.8	1.34	1.24	.40	3.10	3	1.82	1.68	13.78	2.84
Department stores.....	17.62	15.98	105.1	1.63	1.50	.46	3.26	3	1.72	1.48	12.40	2.60
Variety stores.....	19.33	18.92	129.7	1.65	1.58	.47	3.36	4	1.77	1.55	15.50	5.04
Mail order houses (department store merchandise).....	16.33	14.40	84.0	2.15	2.10	.61	3.44	3	1.72	1.59	31.00	4.69
Apparel group.....	17.26	17.22	97.0	1.81	1.72	.47	3.66	4	1.63	1.55	13.78	4.17
Men's, boys' wear stores.....	22.06	20.24	120.5	2.68	2.43	.81	3.00	4	1.82	1.59	8.86	3.36
Women's apparel, accessory stores.....	18.56	16.67	91.5	1.84	1.75	.56	3.13	4	1.70	1.53	12.40	4.65
Shoe stores.....	19.07	17.62	57.7	2.66	2.57	.63	4.08	4	1.75	1.63	8.27	3.56
Furniture and appliance group.....	8.30	8.00	44.4	1.24	1.14	.50	2.28	3	1.91	1.43	13.78	4.88
Furniture, home furnishings stores.....	8.89	7.93	41.3	1.45	1.27	.57	2.23	3	2.14	1.48	13.78	4.52
Household appliance, TV, radio stores.....	9.86	8.87	51.9	1.78	1.60	.71	2.25	3	1.85	1.61	9.54	4.52
Lumber, building, hardware, farm equipment group.....	8.87	8.78	48.1	1.81	1.62	.59	2.75	4	2.00	1.77	8.27	3.90
Lumber yards, building materials dealers.....	9.04	8.58	45.2	1.89	1.71	.72	2.38	3	1.77	1.55	8.86	4.07
Hardware stores.....	12.43	10.92	53.1	1.68	1.58	.49	3.22	4	1.97	1.97	6.53	4.48
Automotive group ²	7.45	5.87	28.1	3.09	2.72	1.26	2.16	3	2.10	1.46	7.29	3.70
Passenger car, other automotive dealers.....	7.54	5.18	29.0	2.84	2.48	1.17	2.12	3	2.03	1.46	9.54	3.30
Tire, battery, accessory dealers.....	12.41	10.16	47.3	2.45	2.18	.94	2.32	3	1.91	1.61	9.54	3.94
Gasoline service stations.....	4.32	2.68	13.3	.85	.63	.52	1.21	2	2.10	1.65	62.00	4.24
Drug and proprietary stores.....	6.87	5.99	32.0	1.00	.85	.48	1.77	2	2.38	1.72	10.33	3.84
Liquor stores.....	11.76	9.15	59.8	1.27	1.12	.59	1.90	2	2.10	1.49	13.78	4.10
	Group II stores											
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80
Grocery stores.....	7.95	2.26	9.6	1.06	.94	.54	1.74	2	1.91	1.43	41.33	4.24
Eating and drinking places.....	4.44	2.86	14.7	1.49	1.43	.61	2.34	3	2.32	2.08	13.67	5.76
General merchandise group.....	17.27	16.00	103.6	2.00	1.93	.75	2.57	3	1.63	1.63	14.88	3.77
Department stores.....	17.13	15.26	98.5	2.45	2.30	.71	3.24	3	1.66	1.46	12.30	3.18
Variety stores.....	20.32	20.07	134.6	1.64	1.62	.41	3.95	4	1.84	1.60	12.30	5.45
Apparel group.....	21.88	20.17	99.5	2.65	2.49	.72	3.46	4	1.70	1.53	9.15	4.00
Men's, boys' wear stores.....	26.73	24.88	132.5	4.72	4.75	1.07	4.44	5	2.28	2.12	9.46	7.93
Women's apparel, accessory stores.....	20.91	19.42	109.3	2.45	2.30	.62	3.71	4	1.89	1.81	10.25	5.00
Shoe stores.....	22.54	20.59	67.5	3.59	3.53	.62	5.69	6	1.62	1.58	11.18	7.87
Tire, battery, accessory dealers.....	14.32	13.58	61.5	2.85	2.71	.83	3.27	4	1.86	1.76	9.46	4.80
Drug and proprietary stores.....	10.52	9.39	60.6	1.64	1.46	.60	2.43	3	2.16	1.84	20.50	12.10

¹ For the group totals, measures shown refer to data after adjustment for trading days.

² Measures shown for passenger car dealers include an adjustment to eliminate the effect of the 1959 steel strike. The automotive group total has not been adjusted in this manner.

³ For the automotive group, measures shown refer to data before adjustment for trading days.

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc. New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuation begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with a MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series \bar{CI} , irregular component \bar{I} , cyclical component \bar{C} , and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.74 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of \bar{CI} is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as in a random series. In the next two columns, 1.61 for \bar{I} and 9.54 for \bar{C} indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for \bar{CI} to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC AFFAIRS
WASHINGTON, D. C.

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS

FIRST CLASS MAIL

01
n 331rs 2
up

Comm



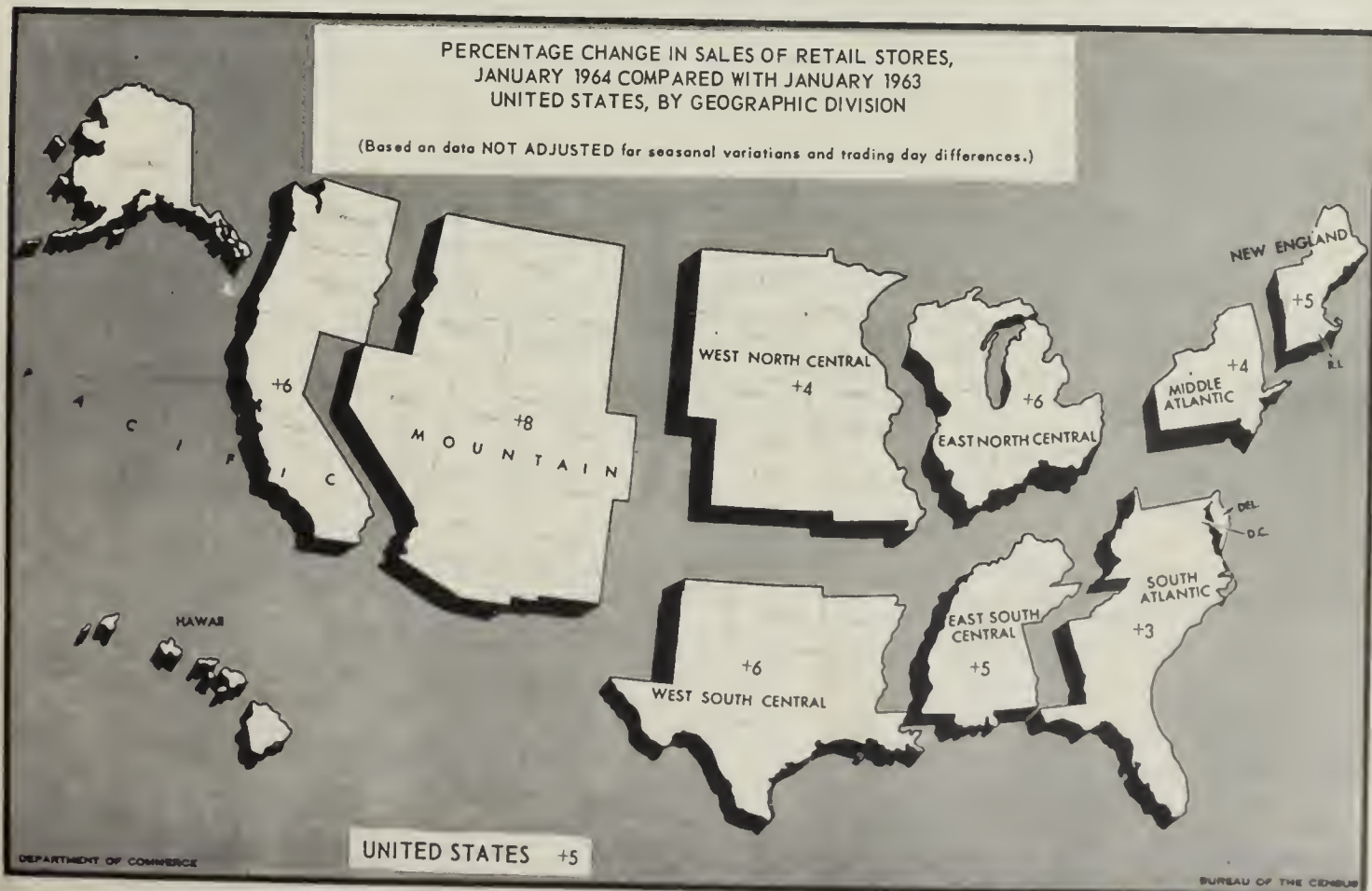
For release
March 20, 1964

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

BR-64-1-Supp.

Retail Sales: January 1964

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)



THE LIBRARY OF THE

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report) \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

APR 2 1964

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: JANUARY 1963 TO JANUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964													Total 1963	Percentage change	
	1963														Jan. 1964 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Jan. 1963	Dec. 1963
UNITED STATES, TOTAL.....	19,156	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	246,435	+5	-24
Durable-goods stores, total....	6,004	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	80,098	+5	-17
Nondurable-goods stores, total..	13,152	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	166,337	+5	-27
Food group.....	5,035	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	59,143	+6	-3
Grocery stores.....	4,562	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	53,551	+6	-3
Eating and drinking places.....	1,443	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	18,071	+8	-6
GAP ² , total ³	3,788	3,560	3,234	3,994	4,421	4,375	4,326	4,083	4,603	4,416	4,703	5,113	7,904	54,732	+6	-52
General merchandise group ³	1,856	1,744	1,627	2,075	2,299	2,278	2,266	2,708	2,444	2,275	2,417	2,728	4,399	28,660	+6	-58
Department stores ⁴	1,081	1,006	905	1,205	1,323	1,325	1,340	1,212	1,408	1,340	1,408	1,590	2,625	16,683	+7	-59
Apparel group.....	1,025	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	14,460	+4	-53
Furniture and appliance group....	907	830	781	838	854	934	933	965	992	980	1,095	1,077	1,333	11,612	+9	-32
Lumber, bldg.,hdwe.,farm equip.grp.	932	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	15,528	+1	-21
Automotive group.....	3,644	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	45,959	+5	-1
Gasoline service stations.....	1,568	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	19,365	+2	-8
Drug and proprietary stores.....	681	649	641	667	652	676	664	660	680	647	667	666	906	8,175	+5	-25
THE NORTHEASTERN STATES, TOTAL.....	4,959	4,752	4,366	5,018	5,274	5,494	5,287	5,213	5,262	4,837	5,390	5,492	6,595	62,980	+4	-25
Durable-goods stores, total....	1,360	1,327	1,194	1,454	1,672	1,760	1,632	1,598	1,458	1,257	1,679	1,595	1,685	18,311	+2	-19
Nondurable-goods stores, total..	3,599	3,425	3,172	3,564	3,602	3,734	3,655	3,615	3,804	3,580	3,711	3,897	4,910	44,669	+5	-27
Food group.....	1,442	1,326	1,263	1,394	1,310	1,422	1,381	1,434	1,482	1,318	1,367	1,426	1,459	16,582	+9	-1
Grocery stores.....	1,207	1,114	1,059	1,173	1,092	1,189	1,153	1,167	1,243	1,094	1,142	1,196	1,205	13,827	+8	0
Eating and drinking places.....	432	407	376	425	439	477	493	507	524	472	485	454	467	5,526	+6	-7
GAP ² , total ³	1,035	997	879	1,085	1,222	1,220	1,213	1,099	1,217	1,210	1,280	1,413	2,208	15,043	+4	-53
General merchandise group ³	445	418	380	485	549	554	562	503	567	559	588	674	1,106	6,945	+6	-60
Department stores ⁴	279	258	227	304	347	346	350	295	339	347	358	409	697	4,277	+8	-60
Apparel group.....	341	335	273	361	425	389	390	320	362	388	388	425	700	4,756	+2	-51
Furniture and appliance group....	C													+2	-38	
Lumber, bldg.,hdwe.,farm equip.grp.	C													-27		
Gasoline service stations.....	279	281	259	292	296	304	305	325	322	298	303	300	308	3,593	-1	-9
Drug and proprietary stores.....	155	149	146	150	148	151	152	154	159	152	154	154	203	1,872	+4	-24
THE NORTH CENTRAL STATES, TOTAL.....	5,519	5,242	4,913	5,674	6,110	6,294	6,216	6,110	6,237	5,819	6,616	6,510	7,347	73,088	+5	-25
Durable-goods stores, total....	1,724	1,583	1,534	1,844	2,102	2,138	2,150	2,132	1,996	1,899	2,437	2,172	2,121	24,108	+9	-19
Nondurable-goods stores, total..	3,795	3,659	3,379	3,830	4,008	4,156	4,066	3,978	4,241	3,920	4,179	4,338	5,226	48,980	+4	-27
Food group.....	1,396	1,326	1,251	1,371	1,303	1,411	1,401	1,368	1,456	1,303	1,379	1,449	1,446	16,464	+5	-3
Grocery stores.....	1,275	1,219	1,152	1,268	1,194	1,289	1,281	1,256	1,335	1,193	1,261	1,329	1,319	15,096	+5	-3
Eating and drinking places.....	430	390	369	415	435	473	480	491	507	463	475	450	452	5,400	+9	-5
GAP ² , total ³	1,084	992	906	1,150	1,287	1,264	1,263	1,191	1,357	1,324	1,402	1,548	2,309	15,993	+9	-53
General merchandise group ³	576	530	497	648	731	717	717	655	777	735	771	887	1,386	9,051	+9	-58
Department stores ⁴	339	311	280	377	421	425	407	384	455	436	449	512	832	5,289	+9	-59
Apparel group.....	258	248	205	277	320	298	286	257	298	289	298	351	553	3,680	+4	-53
Furniture and appliance group....	250	214	204	225	236	249	260	279	282	300	333	310	370	3,262	+17	-32
Lumber, bldg.,hdwe.,farm equip.grp.	354	304	301	385	496	519	535	535	555	584	622	536	467	5,839	+16	-24
Automotive group.....	982	940	904	1,103	1,244	1,217	1,206	1,177	1,013	846	1,315	1,157	1,030	13,152	+4	-5
Gasoline service stations.....	502	523	455	489	511	526	531	541	547	505	542	529	570	6,269	-4	-12
Drug and proprietary stores.....	209	196	192	202	192	199	193	198	203	199	206	209	278	2,467	+7	-25
THE SOUTH, TOTAL.....	5,131	4,933	4,685	5,398	5,544	5,691	5,523	5,443	5,663	5,102	5,668	5,640	6,575	65,865	+4	-22
Durable-goods stores, total....	1,712	1,685	1,649	1,878	1,971	2,038	1,972	1,911	1,845	1,692	2,056	1,907	1,999	22,603	+2	-14
Nondurable-goods stores, total..	3,419	3,248	3,036	3,520	3,573	3,653	3,551	3,532	3,818	3,410	3,612	3,733	4,576	43,262	+5	-25
Food group.....	1,312	1,225	1,147	1,311	1,235	1,347	1,316	1,325	1,428	1,232	1,307	1,364	1,357	15,594	+7	-3
Grocery stores.....	1,252	1,171	1,093	1,254	1,173	1,280	1,251	1,259	1,360	1,177	1,247	1,306	1,290	14,861	+7	-3
Eating and drinking places.....	308	282	269	307	316	329	329	344	351	309	316	308	319	3,779	+9	-3
GAP ² , total ³	975	935	862	1,073	1,176	1,139	1,109	1,065	1,226	1,122	1,195	1,277	2,007	14,186	+4	-51
General merchandise group ³	488	464	437	568	613	593	579	548	642	556	617	676	1,104	7,407	+5	-56
Department stores ⁴	235	234	211	289	293	290	287	270	316	285	308	346	564	3,693	0	-58
Apparel group.....	270	258	225	290	347	305	284	277	333	310	327	349	586	3,891	+5	-54
Furniture and appliance group....	217	213	200	215	216	241	246	240	251	246	251	252	317	2,888	+2	-32
Lumber, bldg.,hdwe.,farm equip.grp.	237	266	265	333	387	388	358	365	361	340	371	332	283	4,049	-11	-8
Automotive group.....	1,123	1,086	1,067	1,208	1,244	1,256	1,224	1,169	1,085	955	1,295	1,169	1,140	13,898	+3	-1
Gasoline service stations.....	465	441	412	455	459	474	480	497	514	469	473	466	490	5,630	+5	-5
Drug and proprietary stores.....	181	175	178	184	181	187	182	175	179	167	172	173	229	2,182	+3	-21
THE WEST, TOTAL.....	3,547	3,334	3,123	3,563	3,590	3,749	3,711	3,774	3,856	3,509	3,854	3,852	4,587	44,502	+6	-23
Durable-goods stores, total....	1,208	1,100	1,055	1,207	1,237	1,303	1,290	1,335	1,257	1,151	1,427	1,311	1,403	15,076	+10	-14
Nondurable-goods stores, total..	2,339	2,234	2,068	2,356	2,353	2,446	2,421	2,439	2,599	2,358	2,427	2,541	3,184	29,426	+5	-27
Food group.....	885	861	806	900	829	886	859	876	952	831	857	914	932	10,503	+3	-5
Grocery stores.....	828	799	744	836	764	820	798	820	890	774	799	858	865	9,767	+4	-4
Eating and drinking places.....	273	255	240	274	273	283	290	304	316	282	280	274	295	3,366	+7	-7
GAP ² , total ³	694	636	587	686	736	752	741	728	803	760	826	875	1,380	9,510	+9	-50
General merchandise group ³	347	332	313	374	406	414	408	402	458	415	441	491	803	5,257	+5	-57
Department stores.....	C													+12	-57	
Apparel group.....	1															

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.³ Revised - January 1963 and June through November 1963.⁴ Revised - January through November 1963.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.4 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Notes: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

January 1964, December 1963, and annual total 1963 have been revised from data shown in January 1964 Monthly Retail Trade Report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: JANUARY 1963 TO JANUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964	1963												Total 1963	Percentage change	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Jan. 1964 from--	
															Jan. 1963	Dec. 1963
New England Division, total.....	1,265	1,207	1,074	1,196	1,278	1,348	1,311	1,311	1,325	1,170	1,289	1,336	1,662	15,507	+5	-24
Durable-goods stores.....	382	348	302	355	438	472	449	423	392	318	412	401	469	4,779	+10	-19
Nondurable-goods stores.....	883	859	772	841	840	876	862	888	933	852	877	935	1,193	10,728	+3	-26
Food group.....	345	330	305	337	315	345	338	368	370	317	321	342	347	4,035	+5	-1
GAF ² , total ³	233	227	194	231	270	272	270	240	282	256	266	313	505	3,326	+3	-54
General merchandise group ³							C								-4	-63
Middle Atlantic Division, total....	3,694	3,545	3,292	3,822	3,996	4,146	3,976	3,902	3,937	3,667	4,101	4,156	4,931	47,473	+4	-25
Durable-goods stores.....	978	979	892	1,099	1,234	1,288	1,183	1,175	1,066	939	1,267	1,194	1,216	13,532	0	-20
Nondurable-goods stores.....	2,716	2,566	2,400	2,723	2,762	2,858	2,793	2,727	2,871	2,728	2,834	2,962	3,717	33,941	+6	-27
GAF ² , total ³	802	770	685	854	952	948	943	859	935	954	1,014	1,100	1,703	11,717	+4	-53
General merchandise group ³	354	323	296	380	426	431	436	390	432	440	465	528	861	5,409	+10	-59
East North Central Division, total.	3,943	3,724	3,481	4,013	4,302	4,427	4,366	4,289	4,401	4,095	4,657	4,619	5,283	51,657	+6	-25
Durable-goods stores.....	1,191	1,088	1,045	1,255	1,451	1,470	1,478	1,474	1,365	1,283	1,676	1,473	1,472	16,530	+9	-19
Nondurable-goods stores.....	2,752	2,636	2,436	2,758	2,851	2,957	2,888	2,815	3,036	2,812	2,981	3,146	3,811	35,127	+4	-28
Food group.....	1,051	988	932	1,024	968	1,049	1,035	1,007	1,080	964	1,017	1,081	1,085	12,230	+6	-3
GAF ² , total ³	798	718	658	834	932	920	919	866	998	970	1,027	1,149	1,717	11,708	+11	-54
General merchandise group ³	420	376	359	463	517	515	516	469	562	535	563	661	1,024	6,560	+12	-59
West North Central Division, total.	1,576	1,518	1,432	1,661	1,808	1,867	1,850	1,821	1,836	1,724	1,959	1,891	2,064	21,431	+4	-24
Durable-goods stores.....	533	495	489	589	651	668	672	658	631	616	761	699	649	7,578	+8	-18
Nondurable-goods stores.....	1,043	1,023	943	1,072	1,157	1,199	1,178	1,163	1,205	1,108	1,198	1,192	1,415	13,853	+2	-26
Food group.....	345	338	319	347	335	362	366	361	376	339	362	368	361	4,234	+2	-4
GAF ² , total ³	286	274	248	316	355	344	344	325	359	354	375	399	592	4,285	+4	-52
General merchandise group ³	156	154	138	185	214	202	201	186	215	200	208	226	362	2,491	+1	-57
South Atlantic Division, total....	2,523	2,460	2,293	2,646	2,734	2,776	2,700	2,637	2,749	2,438	2,740	2,775	3,273	32,221	+3	-23
Durable-goods stores.....	810	810	769	888	950	967	936	908	860	780	975	914	942	10,699	0	-14
Nondurable-goods stores.....	1,713	1,650	1,524	1,758	1,784	1,809	1,764	1,729	1,889	1,658	1,765	1,861	2,331	21,522	+4	-27
GAF ² , total ³	481	494	449	557	597	565	563	531	615	571	596	651	1,037	7,226	-3	-54
General merchandise group ³	249	253	235	307	322	306	302	281	332	291	315	351	579	3,874	-2	-57
East South Central Division, total.	945	898	853	992	1,039	1,061	1,019	994	1,055	983	1,093	1,075	1,248	12,310	+5	-24
Nondurable-goods stores.....	627	583	551	648	670	694	648	651	707	658	698	713	856	8,077	+8	-27
Food group.....							C								+5	-6
GAF ² , total ³	183	164	158	204	228	224	209	201	234	219	236	246	378	2,700	+12	-52
General merchandise group ³	97	83	81	109	121	117	112	108	123	115	126	135	216	1,446	+17	-55
West South Central Division, total.	1,663	1,575	1,539	1,760	1,771	1,854	1,804	1,812	1,859	1,681	1,835	1,790	2,054	21,334	+6	-19
Durable-goods stores.....							C								-12	
Nondurable-goods stores.....	1,079	1,015	961	1,114	1,119	1,150	1,139	1,152	1,222	1,094	1,149	1,159	1,389	13,663	+6	-22
Food group.....							C								+4	-3
GAF ² , total ³	311	277	255	312	351	350	337	333	378	332	363	380	592	4,253	+12	-47
General merchandise group ³	142	128	121	152	170	170	165	159	187	160	176	190	309	2,080	+11	-54
Mountain Division, total.....	787	730	690	833	850	877	878	944	936	839	912	902	1,010	10,401	+8	-22
Nondurable-goods stores.....	524	501	468	566	568	581	578	596	625	555	550	566	692	6,846	+5	-24
Food group.....							C								+5	-3
GAF ² , total ³	135	119	113	133	147	153	145	147	162	148	160	167	270	1,864	+13	-50
General merchandise group ³	66	60	60	72	84	88	81	80	93	76	82	91	155	1,022	+10	-57
Pacific Division, total.....	2,760	2,604	2,433	2,730	2,740	2,872	2,833	2,830	2,920	2,670	2,942	2,950	3,577	34,101	+6	-23
Durable-goods stores.....	945	871	833	940	955	1,007	990	987	946	867	1,065	975	1,085	11,521	+8	-13
Nondurable-goods stores.....	1,815	1,733	1,600	1,790	1,785	1,865	1,843	1,843	1,974	1,803	1,877	1,975	2,492	22,580	+5	-27
Food group.....	679	665	623	690	636	683	658	673	733	634	655	702	719	8,071	+2	-4
GAF ² , total ³	559	517	474	553	589	599	596	581	641	612	666	708	1,110	7,646	+8	-50

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

³ Revised January 1963 and June through November 1963.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: JANUARY 1963 TO JANUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964	1963												Percentage change		
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total 1963	January 1964 from--	
															Jan. 1963	Dec. 1963
California.....	2,166	2,009	1,898	2,111	2,113	2,204	2,156	2,140	2,192	2,011	2,248	2,277	2,783	26,142	+8	-22
Illinois.....	1,171	1,100	1,026	1,203	1,275	1,290	1,235	1,193	1,234	1,172	1,332	1,386	1,602	15,048	+6	-27
Massachusetts.....	602	603	535	595	624	662	636	606	607	549	607	631	778	7,433	0	-23
Michigan.....	856	805	745	846	909	947	936	945	953	859	981	973	1,109	11,008	+6	-23
New Jersey.....	685	670	635	744	770	780	752	749	735	675	780	782	920	8,992	+2	-26
New York.....	1,923	1,825	1,690	1,921	1,996	2,075	1,992	1,940	1,997	1,892	2,081	2,110	2,493	24,012	+5	-23
Ohio.....	985	920	871	1,006	1,072	1,100	1,087	1,088	1,135	1,074	1,212	1,182	1,340	13,087	+7	-26
Pennsylvania.....	1,086	1,050	967	1,157	1,230	1,291	1,232	1,213	1,205	1,100	1,240	1,264	1,520	14,469	+3	-29
Texas.....	963	959	959	1,084	1,097	1,149	1,104	1,088	1,130	1,013	1,107	1,074	1,228	12,992	0	-22

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: JANUARY 1963 TO JANUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964	1963												Percentage change		
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total 1963	January 1964 from--	
															Jan. 1963	Dec. 1963
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	817	767	731	878	915	913	884	837	869	818	928	963	1,145	10,648	+7	-29
GAF ³								C							+4	-56
New York-Northeastern N. J., total.....	1,704	1,661	1,550	1,768	1,813	1,864	1,778	1,693	1,693	1,635	1,838	1,869	2,216	21,378	+3	-23
GAF ³	415	396	343	424	463	457	461	413	445	484	505	537	813	5,741	+5	-49
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	760	706	669	808	843	841	810	765	797	753	847	894	1,071	9,804	+8	-29
GAF ³								C							+5	-55
Detroit, Mich., total.....								C							+8	-23
GAF ³								C							+26	-54
Los Angeles, Calif., total.....	1,038	923	847	947	945	978	953	965	989	918	1,039	1,064	1,337	11,905	+12	-22
GAF ³								C							+15	-48
New York, N. Y., total.....	1,232	1,195	1,106	1,240	1,270	1,312	1,250	1,204	1,220	1,191	1,312	1,345	1,603	15,248	+3	-23
GAF ³								C							+4	-47
Philadelphia, Pa., total.....								C							+8	-28
GAF ³								C							+11	-54

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent

a = 0 to 1.5 percent

B = 3.6 to 7.0 percent

b = 1.6 to 3.0 percent

C = 7.1 to 10.5 percent

c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS
FIRST CLASS MAIL

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii



FOR RELEASE
APRIL 7, 1964

BR-64-2

Retail Sales and End-of-Month Accounts Receivable: February 1964

SALES

Total sales of all retail stores in the United States during February 1964 were estimated at \$18.7 billion, 2 percent below sales for January 1964, but 9 percent higher than February 1963. After adjustment for seasonal variations and trading day differences, but not for price changes, February 1964 sales amounted to \$21.4 billion, 5 percent higher than February a year ago and 2 percent higher than January 1964. Adjusted sales of durable-goods stores in February 1964 increased 5 percent from January 1964, and were 8 percent above February 1963. Adjusted sales of nondurable-goods stores were 1 percent higher than January 1964 and 4 percent above the February 1963 level.

Based on adjusted data, sales in the durable-goods stores category reflected month-to-month increases in the automotive group (+5%), lumber, building, hardware, farm equipment group (+5%), and the furniture and appliance group (+4%). In the nondurable-goods stores category, month-to-month increases were reported by the general merchandise group (+4%), eating and drinking places (+2%), and the apparel group (+1%). Sales for the food group remained virtually unchanged.

A comparison of adjusted sales of durable-goods stores for February 1964 with those for the same month a year ago showed an increase in the furniture and appliance group of 11 percent; increases were also shown in the automotive group (+8%), and the lumber, building, hardware, farm equipment group (+5%). In the nondurable-goods category, year-to-year sales increases were shown for the general merchandise group (+10%), eating and drinking places (+8%), the apparel group (+5%), and the food group (+2%).

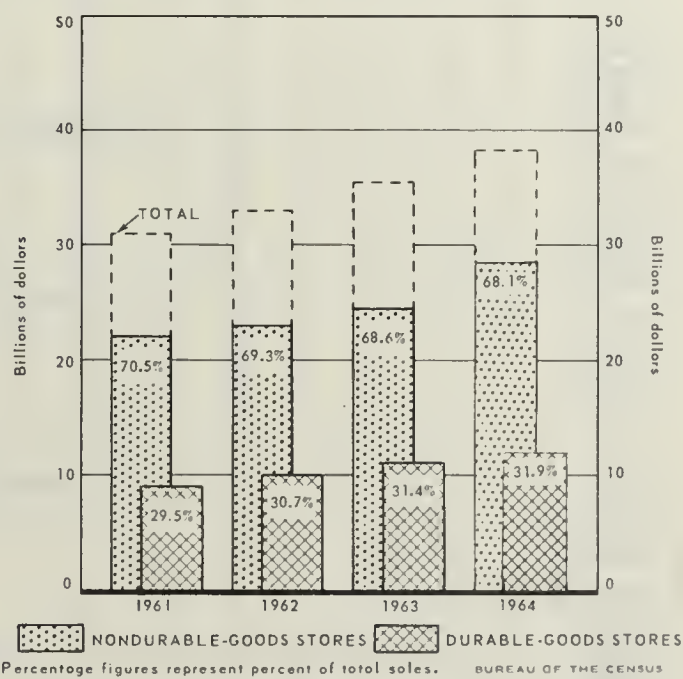
Unadjusted cumulative sales of all retail stores for the first two months of 1964 amounted to \$37.8 billion or 7 percent above the \$35.3 billion reported for the same period in 1963. On an adjusted basis all major kinds-of-business groups showed sales increases, with the furniture and appliance group reporting a cumulative sales increase of 10 percent, followed by the general merchandise group with an increase of 9 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$14.3 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES— FIRST TWO MONTHS-1961 THROUGH 1964

[Not adjusted for seasonal variations or trading day differences]



by customers as of February 29, 1964. This amount was 12 percent more than the \$12.7 billion reported as of February 28, 1963, and about 3 percent less than the \$14.6 billion outstanding at the end of January 1964. The increase in total credit balances from the February 1963 level, based on data not adjusted for seasonal variations, reflected a 15 percent increase in installment account balances and a 10 percent increase in charge account balances. Compared with January 1964, installment account balances decreased 2 percent, while charge account balances decreased 3 percent.

Total receivable balances of durable-goods stores as of February 29, 1964 were 1 percent lower than balances for the previous month, but 9 percent above February 1963. Nondurable-goods stores reported a 3 percent decrease in total credit outstanding from the January 31, 1964 total, but a 15 percent increase over the total for the same month a year ago.

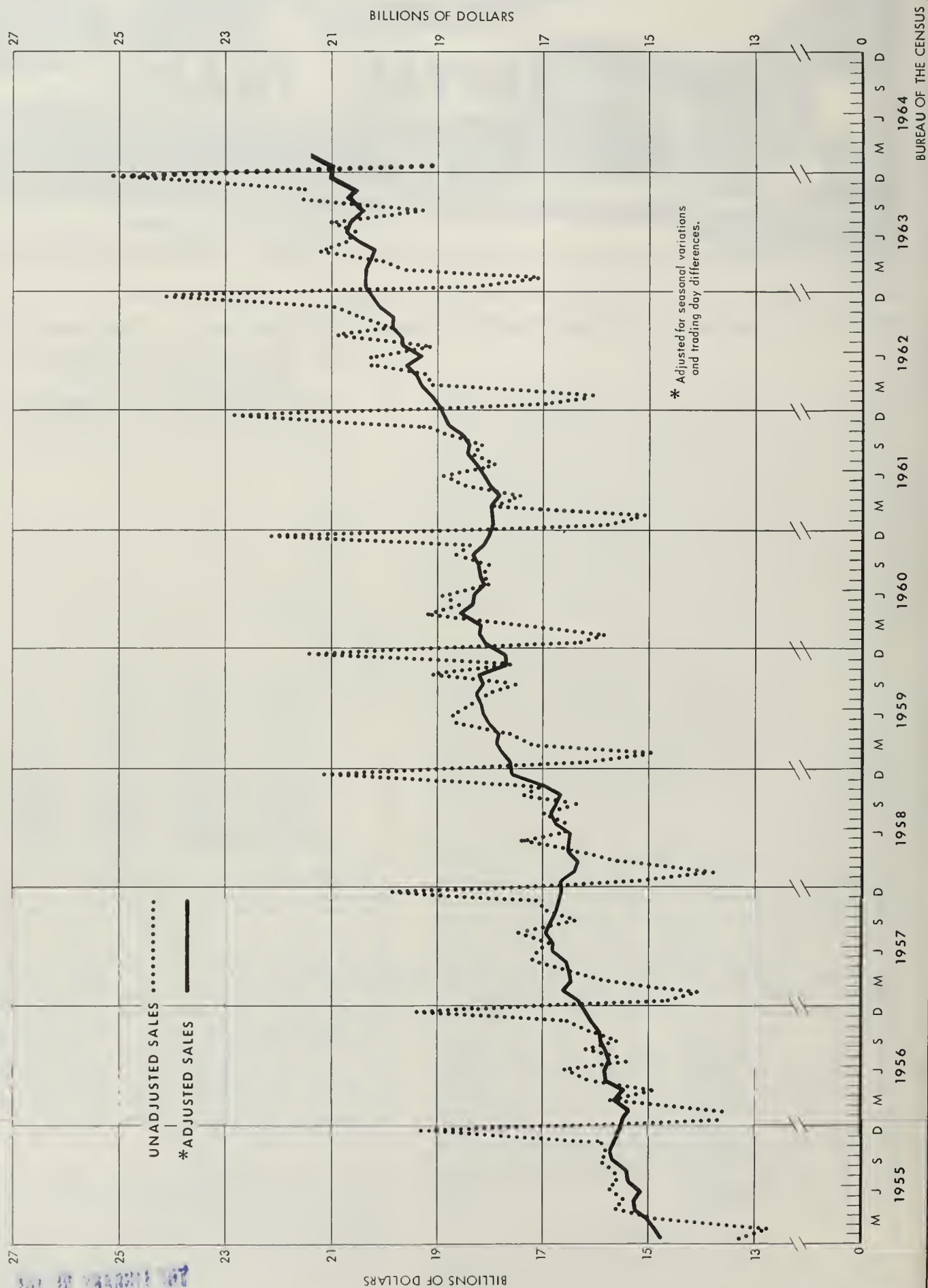


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1964

(Millions of dollars)

Kind of business	1964			1963										Total 2 months	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ²	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	19,154	18,693	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	37,847	35,344
Durable-goods stores, total.....	6,031	6,058	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	12,089	11,127
Nondurable-goods stores, total.....	13,123	12,635	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	25,758	24,217
Food group.....	5,018	4,865	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	9,883	9,205
Grocery stores.....	4,558	4,415	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	8,973	8,351
Meat markets.....	133	124	120	126	123	132	124	131	132	118	123	124	133	257	244
Bakery products stores.....	93	92	83	93	90	90	90	86	93	91	95	97	104	185	173
Eating and drinking places.....	1,436	1,402	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	2,838	2,588
Eating places.....	990	972	859	982	1,027	1,098	1,127	1,159	1,202	1,070	1,083	1,028	1,054	1,962	1,779
Restaurants, cafeterias, lunchrooms.....	831	817	726	818	839	882	896	925	972	870	892	855	883	1,648	1,501
Drinking places.....	446	430	395	439	436	464	465	487	496	456	473	458	479	876	809
General merchandise group.....	1,872	1,858	1,627	2,075	2,299	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,399	3,730	3,383
Department stores and dry goods, general merchandise stores.....	1,344	1,298	1,137	1,498	1,644	1,646	1,656	1,512	1,757	1,646	1,734	1,956	3,165	2,642	2,397
Department stores.....	1,094	1,059	905	1,205	1,323	1,325	1,340	1,212	1,408	1,340	1,404	1,590	2,625	2,153	1,910
Variety stores.....	289	317	274	320	384	361	357	341	390	354	378	414	793	606	533
Mail order houses (department store merchandise).....	140	147	126	153	163	160	141	148	183	172	197	248	307	287	265
Apparel group.....	1,026	911	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	1,937	1,808
Men's, boys' wear stores ²	208	173	160	186	224	218	239	200	209	203	218	254	471	381	364
Men's, boys' clothing, furnishings stores.....	202	168	155	180	216	211	233	194	203	197	210	246	462	370	352
Women's apparel, accessory stores ³	407	371	326	428	482	460	421	390	446	448	472	509	834	778	703
Women's ready-to-wear stores.....	347	323	286	382	424	402	372	342	394	399	418	446	727	670	615
Family clothing stores.....	187	169	157	212	247	229	224	196	238	231	247	282	472	356	347
Shoe stores.....	177	156	147	205	259	210	202	179	212	214	197	202	295	333	312
Furniture and appliance group.....	905	910	781	838	854	934	933	965	992	980	1,095	1,077	1,333	1,815	1,611
Furniture, home furnishings stores.....	584	591	502	543	574	612	599	608	651	647	719	703	790	1,175	1,019
Furniture stores.....	421	424	356	387	404	448	443	455	496	476	517	509	591	845	730
Household appliance, TV, radio stores.....	321	319	279	295	280	322	334	357	341	333	376	374	543	640	592
Household appliance dealers.....	228	228	201	211	206	240	252	271	256	247	273	270	393	456	429
Lumber, building, hardware, farm equipment group.....	936	947	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	1,883	1,807
Lumber yards, building materials dealers ⁴	536	534	493	604	748	828	819	876	911	842	897	771	608	1,070	1,013
Lumber yards.....	355	359	324	398	498	551	555	600	632	582	608	515	396	714	671
Hardware stores.....	176	169	156	191	229	240	231	224	227	213	222	231	308	345	331
Automotive group.....	3,677	3,659	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	7,336	6,796
Passenger car, other automotive dealers.....	3,488	3,481	3,148	3,732	4,033	4,060	3,865	3,746	3,288	2,779	4,148	3,712	3,377	6,969	6,457
Passenger car dealers ⁵	3,404	3,393	3,043	3,608	3,871	3,905	3,715	3,608	3,151	2,677	4,042	3,613	3,291	6,797	6,258
Passenger car dealers (franchised).....	3,116	3,105	2,753	3,290	3,546	3,570	3,404	3,313	2,883	2,402	3,745	3,330	3,054	6,221	5,674
Tire, battery, accessory dealers.....	189	178	161	194	229	241	261	257	241	211	239	237	313	367	339
Gasoline service stations.....	1,566	1,473	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	3,039	2,935
Drug and proprietary stores.....	671	659	641	667	652	676	664	660	680	647	667	666	906	1,330	1,290
Drug stores.....	652	639	623	647	632	655	640	636	655	622	643	643	871	1,291	1,253
Liquor stores.....	433	426	386	427	429	458	450	474	489	437	466	510	724	859	795
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	21,000	21,440	20,374	20,350	20,276	20,200	20,486	20,719	20,666	20,426	20,716	20,558	21,019	42,440	40,761
Durable-goods stores, total.....	6,855	7,183	6,624	6,576	6,646	6,512	6,630	6,773	6,562	6,606	6,941	6,734	6,831	14,038	13,248
Nondurable-goods stores, total.....	14,145	14,257	13,750	13,774	13,630	13,688	13,856	13,946	14,104	13,820	13,775	13,824	14,188	28,402	27,513
Food group.....	5,031	5,007	4,894	4,853	4,864	4,890	4,923	5,030	4,996	4,897	4,943	4,973	4,991	10,038	9,818
Grocery stores.....	4,548	4,533	4,433	4,399	4,400	4,414	4,456	4,540	4,527	4,441	4,484	4,512	4,523	9,081	8,896
Eating and drinking places.....	1,580	1,611	1,496	1,507	1,518	1,504	1,511	1,497	1,519	1,470	1,530	1,506	1,528	3,191	2,976
General merchandise group.....	2,481	2,568	2,332	2,409	2,301	2,322	2,409	2,415	2,475	2,390	2,303	2,359	2,474	5,049	4,656
Department stores.....	1,464	1,523	1,349	1,417	1,330	1,353	1,414	1,403	1,452	1,386	1,321	1,355	1,457	2,987	2,687
Variety stores.....	410	413	376	378	377	380	389	385	387	386	390	381	397	823	749
Mail order houses (department store mdse.).....	181	198	169	173	171	163	174	185	189	181	173	183	184	379	348
Apparel group.....	1,250	1,268	1,279	1,207	1,166	1,156	1,179	1,214	1,259	1,204	1,150	1,186	1,250	2,518	2,431
Men's, boys' wear stores ²	231	242	234	233	233	221	222	239	247	238	217	224	239	473	465
Women's apparel, accessory stores ³	497	499	460	462	443	447	471	475	480	463	451	463	482	996	921
Shoe stores.....	220	214	215	219	203	203	199	202	209	198	196	204	222	434	426
Furniture and appliance group.....	1,019	1,061	953	940	945	938	935	979	939	985	1,028	986	1,021	2,080	1,891
Furniture, home furnishings stores.....	671	696	616	607	617	598	611	613	611	648	666	640	637	1,366	1,215
Household appliance, TV, radio stores.....	348	365	337	333	328	340	324	366	328	337	362	346	384	713	676
Lumber, building, hardware, farm equipment group.....	1,269	1,335	1,273	1,289	1,290	1,238	1,263	1,262	1,299	1,318	1,350	1,381	1,289	2,604	2,551
Lumber yards, building materials dealers ⁴	730	767	718	722	736	738	750	746	771	761	764	754	716	1,437	1,439
Hardware stores.....	219	231	221	220	221	202	212	212	221	214	222	240	236	450	446
Automotive group.....	3,951	4,133	3,820	3,764	3,824	3,740	3,843	3,943	3,733	3,717	3,980	3,791	3,935	8,084	7,674
Passenger car, other automotive dealers.....	3,711	3,898	3,598	3,544	3,602	3,511	3,607	3,709	3,512	3,499	3,748	3,556	3,685	7,609	7,222
Tire, battery, accessory dealers.....	240	235	222	220	222	225	236	231	221	222	232	235	250	475	452
Gasoline service stations.....	1,638	1,634	1,611	1,618	1,594	1,581	1,584	1,604	1,612	1,604	1,614	1,634	1,681	3,272	3,238
Drug and proprietary stores.....	694	669	683	678	677	678	674	674	681	681	683	675	694	1,363	1,353
Liquor stores.....	471	481	457	458	471	469	475	481	474	466	478	478	483	952	913

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

r Revised - As a result of the revisions for December 1963, the 1963 annual total for all kinds of business combined is revised from 246,312 to 246,435.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	Feb. 1964 from--		2 mos. 1964 from 2 mos. 1963		Feb. 1964 from--		2 mos. 1964 from 2 mos. 1963
	Feb. 1963	Jan. 1964			Feb. 1963	Jan. 1964	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+9	-2	+7	Furniture and appliance group.....	+17	+1	+13
				Furniture stores.....	+19	+1	+16
Durable-goods stores, total.....	+12	0	+9	Floor coverings stores*.....	+32	0	+34
Nondurable-goods stores, total.....	+9	-4	+6	Household appliance, TV, radio stores.....	+14	-1	+8
				Household appliance stores.....	+13	0	+6
Food group.....	+9	-3	+7	TV, radio stores*.....	+15	-2	+12
Grocery stores.....	+9	-3	+7	Lumber, building, hardware, farm equipment group.....	+7	+1	+4
Meat markets.....	+3	-7	+5	Lumber, building materials dealers.....	+8	0	+6
Fruit stores, vegetable markets*.....	+25	-3	+22	Lumber yards.....	+11	+1	+6
Candy, nut, confectionery stores*.....	-2	+12	-1	Paint, glass, wallpaper stores*.....	+11	+11	+14
Bakery products stores.....	+11	-1	+7	Heating and plumbing equipment dealers*.....	+10	-16	+19
Delicatessen stores*.....	0	-4	0	Hardware stores.....	+8	-4	+4
				Farm equipment dealers*.....	+3	+10	+1
Eating and drinking places.....	+12	-2	+10	Automotive group.....	+11	0	+8
Eating places.....	+13	-2	+10	Passenger car dealers.....	+12	0	+9
Restaurants, cafeterias, lunchrooms.....	+13	-2	+10	Passenger car dealers (franchised).....	+13	0	+10
Drinking places.....	+9	-4	+8	Tire, battery, accessory dealers.....	+11	-6	+8
General merchandise group.....	+14	-1	+10	Gasoline service stations.....	+6	-6	+4
Department stores and dry goods, general merchandise stores.....	+14	-3	+10	Fuel fuel oil dealers*.....	-5	-9	-8
Department stores.....	+17	-3	+13	Fuel dealers, except fuel oil*.....	-7	-9	-9
Variety stores.....	+16	+10	+14	Fuel oil dealers*.....	-3	-9	-7
Mail order houses (department store merchandise).....	+17	+5	+8	Drug and proprietary stores.....	+3	-2	+3
				Drug stores.....	+3	-2	+3
Apparel group.....	+10	-11	+7	Liquor stores.....	+10	-2	+8
Men's, boys' clothing, furnishings stores.....	+8	-17	+5	Jewelry stores*.....	-3	-3	-2
Men's, boys' clothing stores*.....	+9	+17	+6	Florists*.....	+7	-3	+10
Men's, boys' furnishings stores*.....	+7	-18	+5	Book stores*.....	+31	+24	+32
Women's ready-to-wear stores.....	+13	-7	+9	Stationery stores*.....	-7	-7	-5
Family clothing stores.....	+8	-10	+3	Music stores*.....	+30	+18	+12
Women's apparel, accessory, specialty stores*..	NA	-20	NA	Camera, photographic supply stores*.....	+20	-9	+17
Shoe stores.....	+6	-12	+7	Optical goods stores*.....	+29	0	+20
				Typewriter stores*.....	-19	-19	-12

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+5	+2	+4	Furniture and appliance group.....	+11	+4	+10
Durable-goods stores, total.....	+8	+5	+6	Furniture, home furnishings stores.....	+13	+4	+13
Nondurable-goods stores, total.....	+4	+1	+3	Household appliance, TV, radio stores.....	+8	+5	+5
Food group.....	+2	0	+2	Lumber, building, hardware, farm equipment group.....	+5	+5	+2
Grocery stores.....	+2	0	+2	Lumber, building materials dealers.....	+7	+5	+4
Eating and drinking places.....	+8	+2	+7	Hardware stores.....	+5	+5	+1
General merchandise group.....	+10	+4	+9	Automotive group.....	+8	+5	+5
Department stores.....	+13	+4	+11	Passenger car and other automotive dealers....	+8	+5	+5
Variety stores.....	+10	+1	+10	Tire, battery, accessory dealers.....	+6	-2	+5
Mail order houses (department store merchandise).....	+17	+9	+9	Gasoline service stations.....	+1	0	+1
Apparel group.....	+5	+1	+4	Drug and proprietary stores.....	-2	-4	+1
Men's, boys' wear stores.....	+3	+5	+2	Liquor stores.....	+5	+2	+4
Women's apparel, accessory stores.....	+8	0	+8				
Shoe stores.....	0	-3	+2				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

NA Not available.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1964

(Millions of dollars)

Kind of business	1964			1963										Total 2 months	
	Jan.	Feb.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,478	4,330	3,826	4,571	4,651	4,849	4,767	4,601	5,107	4,611	4,915	5,364	6,943	3,808	7,901
Durable-goods stores, total.....	310	315	272	324	355	384	385	388	389	365	412	411	501	625	555
Nondurable-goods stores, total.....	4,168	4,015	3,554	4,247	4,296	4,465	4,382	4,213	4,718	4,246	4,503	4,953	6,442	8,183	7,346
Food group.....	2,139	2,035	1,842	2,119	1,920	2,123	2,006	1,974	2,193	1,877	2,018	2,192	2,142	4,174	3,793
Grocery stores ¹	2,086	1,982	1,790	2,067	1,862	2,063	1,950	1,915	2,137	1,825	1,965	2,140	2,081	4,068	3,687
Eating and drinking places.....	102	100	89	102	102	107	108	111	115	107	109	105	107	202	180
General merchandise group.....	1,262	1,246	1,035	1,329	1,504	1,491	1,516	1,415	1,641	1,526	1,615	1,843	2,995	2,509	2,155
Department stores and dry goods, general merchandise stores.....	909	871	711	956	1,066	1,070	1,106	1,011	1,176	1,105	1,149	1,307	2,113	1,780	1,500
Department stores.....	790	763	621	835	929	935	965	879	1,015	961	1,000	1,137	1,850	1,553	1,307
Variety stores.....	216	238	204	241	294	276	276	263	301	272	292	321	611	454	395
Apparel group.....	247	228	202	283	353	315	307	263	310	309	311	348	567	475	434
Men's, boys' wear stores ²	26	22	19	25	29	29	30	25	25	25	30	34	60	48	43
Women's apparel, accessory stores ³	97	95	82	116	141	135	130	115	138	128	131	152	246	192	175
Women's ready-to-wear stores.....	89	88	76	107	129	124	120	106	128	118	120	141	226	177	162
Shoe stores.....	73	66	64	87	113	90	87	71	84	93	83	83	133	139	134
Furniture and appliance group.....	78	83	71	85	83	91	92	91	98	94	102	108	128	161	143
Tire, battery, accessory dealers.....	75	72	62	77	92	97	103	102	94	83	93	94	132	147	131
Drug and proprietary stores.....	140	138	123	135	134	138	141	138	143	135	138	143	226	278	257
Liquor stores.....	91	93	84	96	93	100	95	99	105	92	102	111	171	184	169

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,089	5,111	4,737	4,778	4,705	4,730	4,848	4,914	4,983	4,871	4,809	4,922	5,043	10,200	9,488
Grocery stores.....	2,041	2,018	1,952	1,940	1,946	1,955	1,964	1,992	2,007	1,970	1,993	2,015	2,017	4,059	3,917
Eating and drinking places.....	111	110	102	104	103	104	104	105	107	105	107	105	106	221	201
General merchandise group.....	1,698	1,743	1,513	1,569	1,503	1,512	1,593	1,604	1,646	1,605	1,523	1,600	1,674	3,441	3,024
Department stores.....	1,057	1,090	927	972	922	939	990	995	1,035	1,000	932	993	1,050	2,147	1,848
Variety stores.....	318	318	288	294	287	285	297	295	294	297	298	296	305	636	576
Apparel group.....	336	337	311	311	309	309	311	324	341	316	298	310	326	673	628
Men's, boys' wear stores ²	31	33	29	29	29	29	28	33	33	31	29	27	29	64	58
Women's apparel, accessory stores ³	139	140	126	131	126	131	136	141	147	132	125	135	137	279	259
Shoe stores.....	94	90	94	92	89	85	83	82	90	87	84	83	92	184	186
Tire, battery, accessory dealers.....	99	98	88	89	90	88	93	92	88	89	91	92	99	197	180
Drug and proprietary stores.....	152	148	143	140	139	143	144	145	150	147	146	144	147	300	283

¹ Based on weekly sales figures converted to calendar month totals. February 1964 weekly sales (in millions of dollars) were as follows: For week ending

February 8 = 468; February 15 = 463; February 22 = 464; February 29 = 470.

² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

r Revised.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1964			1963										Total 2 months	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
United States, total.....	5,328	5,160	4,592	5,469	5,574	5,776	5,685	5,518	6,094	5,546	5,947	6,411	8,239	10,488	9,493
Food group.....	2,413	2,298	2,087	2,383	2,166	2,385	2,261	2,262	2,497	2,150	2,294	2,477	2,431	4,711	4,298
Grocery stores.....	2,334	2,220	2,016	2,309	2,086	2,302	2,184	2,179	2,417	2,074	2,217	2,401	2,343	4,554	4,154
Eating and drinking places.....	148	144	129	147	148	156	162	164	170	159	166	165	163	292	264
General merchandise group.....	1,372	1,357	1,148	1,476	1,660	1,643	1,669	1,550	1,799	1,672	1,773	2,019	3,275	2,729	2,383
Department stores and dry goods, general merchandise stores.....	1,006	966	795	1,070	1,189	1,196	1,237	1,126	1,312	1,231	1,285	1,455	2,349	1,972	1,672
Department stores.....	861	833	682	919	1,018	1,024	1,058	957	1,105	1,051	1,095	1,244	2,029	1,694	1,432
Drug and proprietary stores.....	165	163	154	162	160	167	169	167	176	165	168	172	266	328	310

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: FEBRUARY 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	February 1964 from--		2 mos. 1964 from 2 mos. 1963		February 1964 from--		2 mos. 1964 from 2 mos. 1963
	February 1963	January 1964			February 1963	January 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+18	-5	+12
Akron, Ohio.....	+16	+5	+12	New York City.....	+18	-8	+12
Albany-Schenectady-Troy, N. Y.....	-2	NA	-5	Newark, N. J.....	+13	+4	+8
Asheville, N. C.....	+10	-2	+6	Norfolk-Portsmouth, Va.....	+24	-4	+15
Atlanta, Ga.....	+26	-2	+16	Oklahoma City, Okla.....	+12	-4	+10
Augusta, Ga.....	+26	-5	+14	Omaha, Nebr.....	+9	0	+8
Baltimore, Md.....	+21	-1	+19	Peoria, Ill.....	+8	0	+8
Baton Rouge, La.....	0	+3	+4	Philadelphia, Pa.....	+2	+3	+8
Binghamton, N. Y.....	-2	+5	-5	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	+14	+3	+8	Pittsburgh, Pa.....	+22	-2	+14
Boston, Mass.....	+12	-12	+5	Portland, Oreg.....	+3	-5	+5
Buffalo, N. Y.....	+17	-3	+12	Reading, Pa.....	+10	-9	+11
Canton, Ohio.....	+19	+6	+12	Richmond, Va.....	+18	-4	+11
Chattanooga, Tenn.....	+13	-3	+11	Rochester, N. Y.....	+11	-8	+9
Chicago, Ill.....	+21	-2	+17	Sacramento, Calif.....	+20	0	+17
Cincinnati, Ohio.....	+10	-7	+13	St. Louis, Mo.....	+6	-10	+4
Cleveland, Ohio.....	+23	-3	+15	Salt Lake City, Utah.....	+10	-5	+6
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+12	-9	+8
Columbus, Ohio.....	+16	-9	+13	San Bernardino, Calif.....	+16	NA	+14
Corpus Christi, Tex.....	+13	+11	+6	San Diego, Calif.....	+11	-8	+7
Dallas, Tex.....	+20	-2	+15	Savannah, Ga.....	+19	0	+11
Denver, Colo.....	+14	-12	+16	Seattle, Wash.....	+1	-16	-2
Des Moines, Iowa.....	+13	+1	+11	Shreveport, La.....	+12	-10	+5
Detroit, Mich.....	+26	-3	+21	South Bend, Ind.....	+8	-13	+8
El Paso, Tex.....	+13	0	+9	Spokane, Wash.....	+6	+2	+2
Erie, Pa.....	+15	-8	+12	Springfield, Mo.....	+15	+4	+12
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+5	-8	+8
Flint, Mich.....	+19	-1	+15	Syracuse, N. Y.....	+13	-6	+8
Fort Wayne, Ind.....	+13	-1	+11	Tacoma, Wash.....	+4	-5	+1
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+10	-1	+10
Grand Rapids, Mich.....	+6	-12	+11	Toledo, Ohio.....	+16	-4	+13
Houston, Tex.....	+26	-8	+19	Trenton, N. J.....	+11	-2	+13
Indianapolis, Ind.....	+15	-3	+9	Tulsa, Okla.....	+10	-5	+8
Jacksonville, Fla.....	+32	-1	+23	Utica-Rome, N. Y.....	+38	-2	+33
Kansas City, Mo.....	+14	-4	+13	Waco, Tex.....	+17	0	+14
Knorrville, Tenn.....	+19	-9	+12	Washington, D. C.....	+21	+2	+13
Lancaster, Pa.....	+17	-4	+13	Wheeling, W. Va.....	+9	+6	+7
Lexington, Ky.....	+20	+5	+18	Wichita, Kans.....	+10	-3	+9
Los Angeles, Long Beach, Calif.....	+13	-10	+11	Worcester, Mass.....	+17	-5	+10
Louisville, Ky.....	+22	+2	+20	Youngstown, Ohio.....	+17	+9	+13
Macon, Ga.....	+20	-6	+11	CITIES			
Memphis, Tenn.....	+11	-6	+11	Bridgeport, Conn.....	+12	-12	+4
Miami, Fla.....	+19	+1	+16	Bristol, Tenn.-Va.....	+21	+4	+10
Milwaukee, Wis.....	+15	-4	+9	Duluth, Minn.-Superior, Wis.....	+7	+4	+6
Mobile, Ala.....	+8	-5	+5	Minneapolis, Minn.....	+24	+7	+15
New Orleans, La.....	+15	-10	+13	Oakland-Berkeley, Calif.....	+1	-12	-4
				Portsmouth, Ohio.....	+13	+8	+14
				Rome, Ga.....	+19	-8	+12
				St. Paul, Minn.....	+29	+12	+21
				San Francisco, Calif.....	+10	-15	+3
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964			1963												Percentage change, Feb. 1964 from--	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1963	Jan. 1964		
TOTAL ACCOUNTS RECEIVABLE																	
United States, total.....	14,628	14,260	12,700	12,912	13,352	13,634	13,799	13,781	14,016	13,990	14,269	14,361	15,484	+12	-3		
Durable-goods stores, total.....	6,259	6,177	5,685	5,799	5,965	6,160	6,339	6,457	6,559	6,532	6,559	6,456	6,626	+9	-1		
Nondurable-goods stores, total.....	8,369	8,083	7,015	7,113	7,387	7,474	7,460	7,324	7,457	7,458	7,681	7,905	8,858	+15	-3		
Food group.....	352	349	320	332	326	342	341	349	364	355	353	348	354	+9	-1		
Grocery stores.....	288	284	270	276	272	291	292	298	305	300	293	289	293	+5	-1		
Eating and drinking places.....	84	90	81	80	76	74	78	71	74	60	70	84	89	+11	+7		
General merchandise group.....	4,943	4,726	3,994	4,031	4,144	4,228	4,325	4,287	4,371	4,452	4,592	4,762	5,423	+18	-4		
Department stores and dry goods, general merchandise stores.....	3,788	3,593	3,043	3,065	3,166	3,227	3,288	3,274	3,336	3,381	3,521	3,641	4,164	+18	-5		
Department stores.....	3,385	3,177	2,685	2,695	2,788	2,853	2,914	2,904	2,971	3,000	3,124	3,240	3,730	+18	-6		
Mail order houses (department store mdse.)...	972	959	791	805	812	836	868	846	868	899	918	952	1,062	+21	-1		
Apparel group.....	1,062	968	913	932	950	892	879	837	855	898	941	953	1,186	+6	-9		
Women's ready-to-wear stores.....	454	420	414	438	448	418	400	371	379	406	422	421	512	+1	-7		
Furniture and appliance group.....	2,199	2,174	2,009	1,984	1,985	2,067	2,031	2,005	2,026	2,035	2,042	2,061	2,278	+8	-1		
Furniture, home furnishings stores.....	1,675	1,662	1,529	1,512	1,503	1,575	1,543	1,528	1,555	1,573	1,565	1,551	1,716	+9	-1		
Furniture stores.....	1,511	1,499	1,392	1,387	1,366	1,446	1,426	1,401	1,433	1,426	1,419	1,394	1,532	+8	-1		
Household appliance, TV, radio stores.....	523	512	479	472	482	492	488	477	471	462	477	510	562	+7	-2		
Household appliance dealers.....	461	451	419	416	413	428	434	429	413	403	413	446	490	+8	-2		
Lumber, building, hardware, farm equip. group..	1,662	1,633	1,587	1,634	1,769	1,854	1,925	2,050	2,117	2,076	2,097	1,932	1,778	+3	-2		
Lumber yards, building materials dealers ²	1,216	1,188	1,136	1,125	1,231	1,283	1,345	1,445	1,510	1,498	1,520	1,441	1,300	+5	-2		
Lumber yards.....	883	866	852	836	917	962	1,014	1,098	1,134	1,104	1,114	1,046	948	+2	-2		
Automotive group.....	1,481	1,484	1,276	1,349	1,401	1,408	1,456	1,510	1,462	1,457	1,514	1,538	1,560	+16	0		
Passenger car dealers ³	992	1,005	834	897	947	936	943	1,011	944	974	1,020	1,028	1,048	+21	+1		
Passenger car dealers (franchised).....	914	933	775	830	867	861	869	910	878	880	952	957	980	+20	+2		
Tire, battery, accessory dealers.....	462	452	412	422	429	442	479	500	485	483	461	482	479	+10	-2		
Gasoline service stations.....	451	439	419	436	460	472	471	448	456	452	467	469	442	+5	-3		
Other retail stores.....	2,394	2,397	2,101	2,134	2,241	2,297	2,293	2,224	2,291	2,205	2,193	2,214	2,374	+14	0		
CHARGE ACCOUNTS																	
United States, total.....	7,409	7,215	6,586	6,658	7,032	7,202	7,147	7,157	7,264	7,178	7,381	7,381	7,826	+10	-3		
Durable-goods stores, total.....	3,337	3,267	2,960	3,038	3,246	3,390	3,478	3,594	3,669	3,654	3,774	3,658	3,622	+10	-2		
Nondurable-goods stores, total.....	4,072	3,948	3,626	3,620	3,786	3,812	3,669	3,563	3,595	3,524	3,607	3,723	4,204	+9	-3		
Food group.....	341	338	312	325	319	331	329	339	349	337	340	336	342	+8	-1		
General merchandise group.....	1,039	958	928	873	890	918	885	846	839	855	857	910	1,160	+3	-8		
Department stores and dry goods, general merchandise stores.....	950	874	838	782	793	821	781	745	740	750	768	819	1,065	+4	-8		
Department stores.....	844	775	715	662	673	705	684	652	647	656	661	710	950	+8	-8		
Apparel group.....	748	674	651	664	682	632	617	598	609	648	681	697	873	+4	-10		
Furniture and appliance group.....	667	653	608	591	610	629	631	612	630	626	652	677	760	+7	-2		
Furniture, home furnishings stores.....	486	471	454	440	461	483	475	464	480	484	490	498	562	+4	-3		
Lumber, building, hardware, farm equip. group..	1,496	1,451	1,402	1,439	1,580	1,655	1,730	1,845	1,912	1,876	1,914	1,761	1,606	+3	-3		
Lumber yards, building materials dealers ²	1,166	1,137	1,068	1,062	1,173	1,221	1,286	1,385	1,448	1,437	1,460	1,386	1,246	+6	-2		
Lumber yards.....	848	831	798	787	873	915	968	1,051	1,089	1,061	1,073	1,009	911	+4	-2		
Automotive group.....	882	889	713	754	795	817	813	844	809	818	885	884	902	+25	+1		
Passenger car dealers (franchised).....	641	658	516	548	581	579	572	594	572	577	632	638	662	+28	+3		
Gasoline service stations.....	439	429	410	427	451	463	461	438	447	441	455	455	429	+5	-2		
INSTALLMENT ACCOUNTS																	
United States, total.....	7,219	7,045	6,114	6,254	6,320	6,432	6,652	6,624	6,752	6,812	6,888	6,980	7,658	+15	-2		
Durable-goods stores, total.....	2,922	2,910	2,725	2,761	2,719	2,770	2,861	2,863	2,890	2,878	2,814	2,798	3,004	+7	0		
Nondurable-goods stores, total.....	4,297	4,135	3,389	3,493	3,601	3,662	3,791	3,761	3,862	3,934	4,074	4,182	4,654	+22	-4		
General merchandise group.....	3,904	3,768	3,066	3,158	3,254	3,310	3,440	3,441	3,532	3,597	3,735	3,852	4,263	+23	-3		
Department stores and dry goods, general merchandise stores.....	2,838	2,719	2,205	2,283	2,373	2,406	2,507	2,529	2,596	2,631	2,753	2,822	3,099	+23	-4		
Department stores.....	2,541	2,402	1,970	2,033	2,115	2,148	2,230	2,252	2,324	2,344	2,463	2,530	2,780	+22	-5		
Apparel group.....	314	294	262	268	268	260	262	239	246	250	260	256	313	+12	-6		
Furniture and appliance group.....	1,532	1,521	1,401	1,393	1,375	1,438	1,400	1,393	1,396	1,409	1,390	1,384	1,518	+9	-1		
Furniture, home furnishings stores.....	1,189	1,191	1,075	1,072	1,042	1,092	1,064	1,064	1,075	1,089	1,075	1,053	1,154	+11	0		
Household appliance, TV, radio stores.....	343	330	326	321	333	346	332	323	321	320	315	331	364	+1	-4		
Lumber, building, hardware, farm equip. group..	166	182	185	195	189	199	193	203	205	200	183	171	172	-2	+14		
Automotive group.....	599	595	563	595	606	591	641	666	653	639	629	654	658	+6	-1		
Tire, battery, accessory dealers.....	267	266	254	257	258	249	285	293	296	290	255	276	282	+5	0		

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

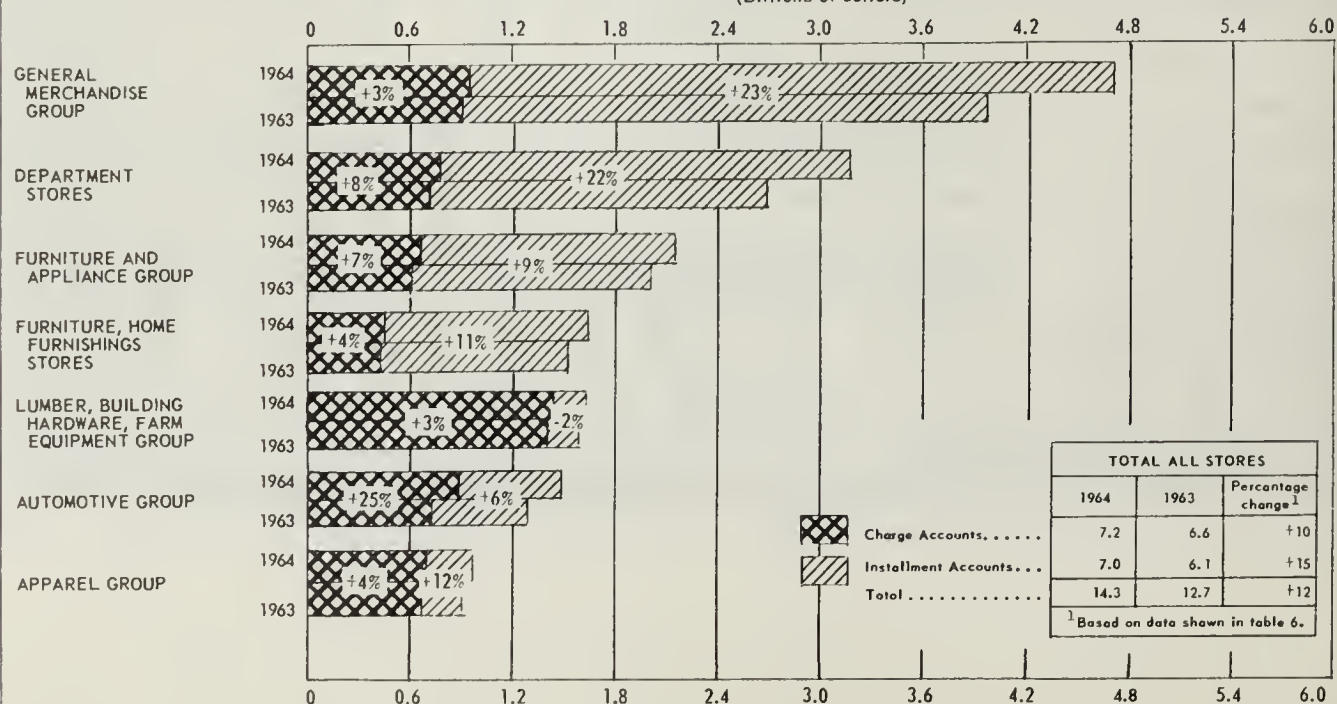
Kind of business	1964			1963												Percentage change, Feb. 1964 from—	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1963	Jan. 1964		
TOTAL ACCOUNTS RECEIVABLE																	
United States, total.....	5,207	5,006	4,198	4,267	4,377	4,468	4,606	4,605	4,789	4,846	4,923	5,072	5,591	+19	-4		
Durable-goods stores, total.....	1,180	1,149	1,088	1,100	1,103	1,112	1,150	1,161	1,218	1,211	1,172	1,186	1,222	+6	-3		
Nondurable-goods stores, total.....	4,027	3,857	3,110	3,167	3,274	3,356	3,456	3,444	3,571	3,635	3,751	3,886	4,369	+24	-4		
General merchandise group.....	3,587	3,431	2,733	2,778	2,873	2,953	3,058	3,065	3,187	3,255	3,365	3,488	3,904	+26	-4		
Department stores and dry goods, general merchandise stores.....	2,818	2,678	2,140	2,177	2,266	2,321	2,401	2,405	2,508	2,552	2,654	2,744	3,095	+25	-5		
Department stores.....	2,524	2,364	1,915	1,949	2,028	2,077	2,149	2,153	2,256	2,280	2,375	2,455	2,779	+23	-6		
Apparel group.....	264	245	216	224	230	224	227	215	215	223	229	235	294	+13	-7		
Furniture and appliance group.....	365	363	334	336	335	332	332	332	329	334	339	349	375	+9	-1		
Tire, battery, accessory dealers.....	270	268	259	257	264	268	299	307	306	301	266	282	288	+3	-1		
CHARGE ACCOUNTS																	
United States, total.....	1,055	984	887	870	888	923	928	906	955	957	954	975	1,116	+11	-7		
Durable-goods stores, total.....	209	289	267	271	280	296	315	321	369	363	357	350	331	+8	-6		
Nondurable-goods stores, total.....	746	695	620	599	608	627	613	585	586	594	597	625	785	+12	-7		
General merchandise group.....	457	413	371	341	341	359	352	330	338	350	346	368	489	+11	-10		
Department stores and dry goods, general merchandise stores.....	413	373	336	306	306	323	310	289	295	306	306	329	449	+11	-10		
Department stores.....	383	345	306	278	278	296	284	266	274	283	284	302	418	+13	-10		
Apparel group.....	125	114	99	103	108	105	106	107	99	105	108	107	138	+15	-9		
Furniture and appliance group.....	41	42	41	41	40	37	39	37	37	37	39	40	43	+2	+2		
INSTALLMENT ACCOUNTS																	
United States, total.....	4,152	4,022	3,311	3,397	3,489	3,545	3,678	3,699	3,834	3,889	3,969	4,097	4,475	+21	-3		
Durable-goods stores, total.....	871	860	821	859	823	816	835	840	849	848	815	836	891	+5	-1		
Nondurable-goods stores, total.....	3,281	3,162	2,490	2,538	2,666	2,729	2,843	2,859	2,985	3,041	3,154	3,261	3,584	+27	-4		
General merchandise group.....	3,130	3,018	2,362	2,437	2,532	2,594	2,706	2,735	2,849	2,905	3,019	3,120	3,415	+28	-4		
Department stores and dry goods, general merchandise stores.....	2,405	2,305	1,804	1,871	1,960	1,998	2,091	2,116	2,213	2,246	2,348	2,415	2,646	+28	-4		
Department stores.....	2,141	2,019	1,609	1,671	1,750	1,781	1,865	1,887	1,982	1,997	2,091	2,153	2,361	+25	-6		
Apparel group.....	139	131	117	121	122	119	121	108	116	118	121	128	156	+12	-6		
Furniture and appliance group.....	324	321	293	295	295	295	293	295	292	297	300	309	332	+10	-1		

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS—FEBRUARY 1964 AND FEBRUARY 1963

(Billions of dollars)



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	2.1-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS—SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES—JANUARY 1963—DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.3	96.8	99.1	103.6	102.4	101.1	97.8	96.0	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	87.9	84.1	97.5	105.3	106.8	110.7	105.2	95.9	92.5	110.3	101.9	107.4
Nondurable-goods stores, total..	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.9	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.3	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	100.6	97.6	95.7	96.6	104.9	97.6	104.1	100.0	96.5	103.1	94.9	106.3
Eating and drinking places.....	90.1	83.3	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.3	109.4	110.5	104.4	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	95.2	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.7	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.3	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.6	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.1	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	82.0	72.2	105.2	92.0	100.9	89.1	83.9	98.7	106.7	104.3	178.4	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	74.9	118.0	96.4	100.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.9	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.1	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.1	87.3	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	143.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.7	71.0	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.3	73.4	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.0	88.4	104.3	110.6	110.3	112.9	104.3	NA	NA	NA	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	NA	NA	NA	NA	NA
Tire, battery, accessory dealers..	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.5	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.2	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.7	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.9	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.8	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.4	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	206.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.9	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	68.1	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	68.2	97.9	82.0	98.2	100.4	98.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	68.0	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.0	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	74.0	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.5	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	$\bar{I/C}$	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.58	5.80	30.6	.78	.63	.44	1.43	2	2.53	1.80	9.54	3.62
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.02	8.93	52.9	1.18	1.12	.61	1.84	3	1.80	1.53	23.80	7.80
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

Y FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

81
n 331 no 2
up

Comm

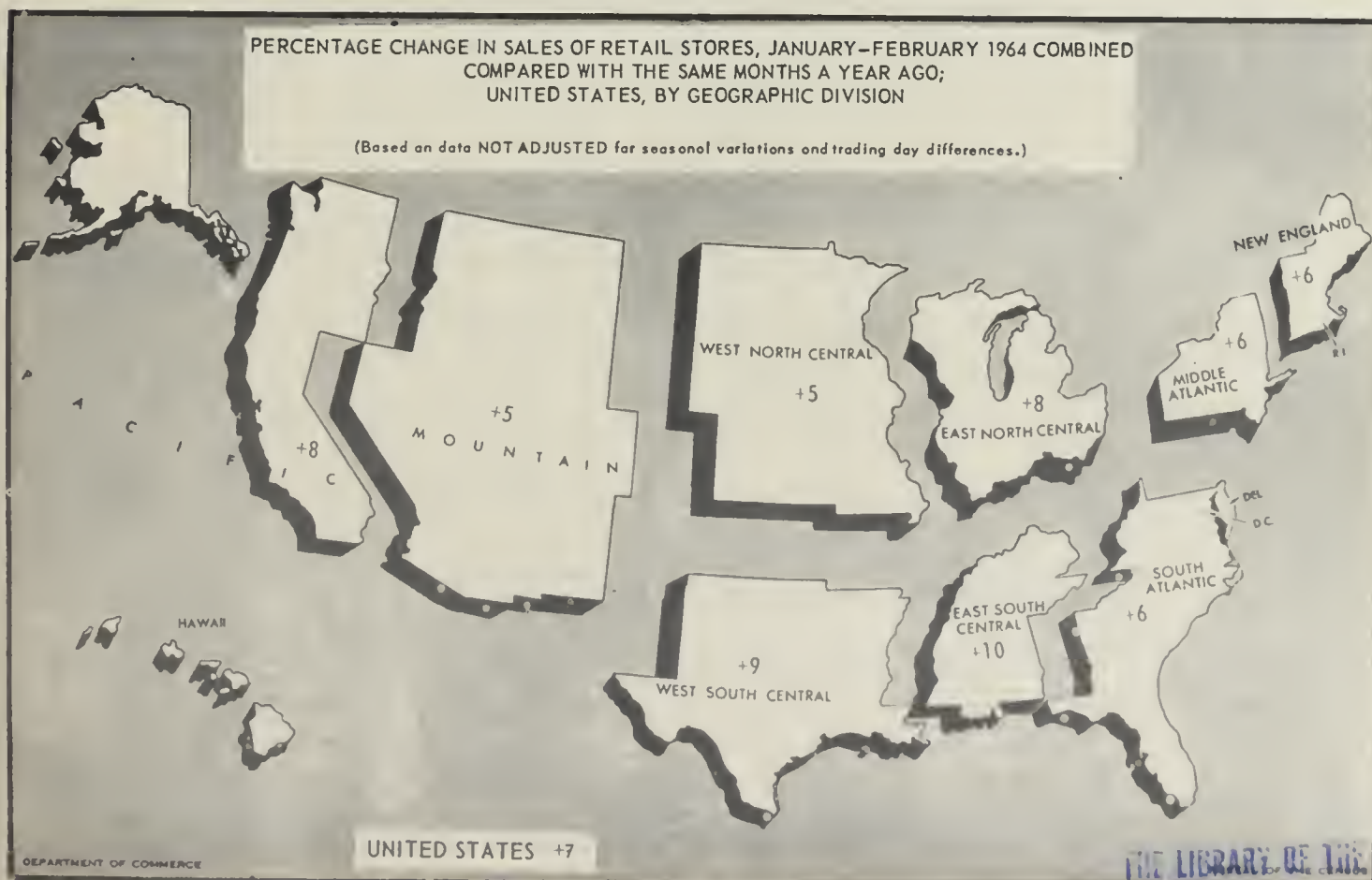


For release
April 16, 1964

BR-64-2-Supp.

Retail Sales: February 1964

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)



APR 28 1964

UNIVERSITY OF ILLINOIS

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: FEBRUARY 1963 TO FEBRUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964			1963												Percentage change		
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb. 1964 from--	Feb. 1964 from--			
														Jan.-Feb. 1963	Feb. 1963	Jan. 1964		
UNITED STATES, TOTAL.....	19,154	18,693	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	+7	+9	-2		
Durable-goods stores, total....	6,031	6,058	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	+9	+12	0		
Nondurable-goods stores, total.	13,123	12,635	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	+6	+8	-4		
Food group.....	5,018	4,865	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	+7	+9	-3		
Grocery stores.....	4,558	4,415	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	+7	+9	-3		
Eating and drinking places.....	1,436	1,402	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	+10	+12	-2		
GAF ² , total.....	3,803	3,679	3,234	3,994	4,421	4,375	4,326	4,083	4,603	4,416	4,703	5,113	7,904	+10	+14	-3		
General merchandise group.....	1,872	1,858	1,627	2,075	2,299	2,278	2,266	2,708	2,444	2,275	2,417	2,728	4,399	+11	+14	-1		
Department stores.....	1,094	1,059	905	1,205	1,323	1,325	1,340	1,212	1,408	1,340	1,408	1,590	2,625	+13	+17	-3		
Apparel group.....	1,026	911	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	+7	+10	-11		
Furniture and appliance group....	905	910	781	838	854	934	933	965	992	980	1,095	1,077	1,333	+13	+17	+1		
Lumber, bldg.,hdwe.,farm equip.grp.	936	947	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	+4	+7	+1		
Automotive group.....	3,677	3,659	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	+8	+11	0		
Gasoline service stations.....	1,566	1,473	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	+4	+6	-6		
Drug and proprietary stores.....	671	659	641	667	652	676	664	660	680	647	667	666	906	+3	+3	-2		
THE NORTHEASTERN STATES, TOTAL.....	4,933	4,752	4,366	5,018	5,274	5,494	5,287	5,213	5,262	4,837	5,390	5,492	6,595	+6	+9	-4		
Durable-goods stores, total....	1,356	1,353	1,194	1,454	1,672	1,760	1,632	1,598	1,458	1,257	1,679	1,595	1,685	+7	+13	0		
Nondurable-goods stores, total.	3,577	3,399	3,172	3,564	3,602	3,734	3,655	3,615	3,804	3,580	3,711	3,897	4,910	+6	+7	-5		
Food group.....	1,435	1,370	1,263	1,394	1,310	1,422	1,381	1,434	1,482	1,318	1,367	1,426	1,459	+8	+8	-5		
Grocery stores.....	1,208	1,151	1,059	1,173	1,092	1,189	1,153	1,167	1,243	1,094	1,142	1,196	1,205	+9	+9	-5		
Eating and drinking places.....	423	406	376	425	439	477	493	507	524	472	485	454	467	+6	+8	-4		
GAF ² , total.....	1,036	991	879	1,085	1,222	1,220	1,213	1,099	1,217	1,210	1,280	1,413	2,208	+8	+13	-4		
General merchandise group.....	447	438	380	485	549	554	562	503	567	559	588	674	1,106	+11	+15	-2		
Department stores.....	280	263	227	304	347	346	350	295	339	347	358	409	697	+12	+16	-6		
Apparel group.....	340	296	273	361	425	389	390	320	362	388	388	425	700	+5	+8	-13		
Furniture and appliance group....														+8	+14	+3		
Lumber, bldg.,hdwe.,farm equip.grp.																-2		
Gasoline service stations.....	284	268	259	292	296	304	305	325	322	298	303	300	308	+2	+3	-6		
Drug and proprietary stores.....	153	148	146	150	148	151	152	154	159	152	154	154	203	+2	+1	-3		
THE NORTH CENTRAL STATES, TOTAL.....	5,516	5,398	4,913	5,674	6,110	6,294	6,216	6,110	6,237	5,819	6,616	6,510	7,347	+7	+10	-2		
Durable-goods stores, total....	1,713	1,723	1,534	1,844	2,102	2,138	2,150	2,132	1,996	1,899	2,437	2,172	2,121	+10	+12	+1		
Nondurable-goods stores, total.	3,803	3,675	3,379	3,830	4,008	4,156	4,066	3,978	4,241	3,920	4,179	4,338	5,226	+6	+9	-3		
Food group.....	1,390	1,369	1,251	1,371	1,303	1,411	1,401	1,368	1,456	1,303	1,379	1,449	1,446	+7	+9	-2		
Grocery stores.....	1,276	1,257	1,152	1,268	1,194	1,289	1,281	1,256	1,335	1,193	1,261	1,329	1,319	+7	+9	-1		
Eating and drinking places.....	436	421	369	415	435	473	480	491	507	463	475	450	452	+13	+14	-3		
GAF ² , total.....	1,091	1,062	906	1,150	1,287	1,264	1,263	1,191	1,357	1,324	1,402	1,548	2,309	+13	+17	-3		
General merchandise group.....	585	588	497	648	731	717	717	655	777	735	771	887	1,386	+14	+18	+1		
Department stores.....	342	335	280	377	421	425	407	384	455	436	449	512	832	+15	+20	-2		
Apparel group.....	259	226	205	277	320	298	286	257	298	289	298	351	553	+7	+10	-13		
Furniture and appliance group....	247	248	204	225	236	249	260	279	282	300	333	310	370	+18	+22	0		
Lumber, bldg.,hdwe.,farm equip.grp.	350	349	301	385	496	519	535	535	555	584	622	536	467	+16	+16	0		
Automotive group.....	977	983	904	1,103	1,244	1,217	1,206	1,177	1,013	846	1,315	1,157	1,030	+6	+9	+1		
Gasoline service stations.....	501	473	455	489	511	526	531	541	547	505	542	529	570	0	+4	-6		
Drug and proprietary stores.....	205	199	192	202	192	199	193	198	203	199	206	209	278	+4	+4	-3		
THE SOUTH, TOTAL.....	5,190	5,136	4,685	5,398	5,544	5,691	5,523	5,443	5,663	5,102	5,668	5,640	6,575	+7	+10	-1		
Durable-goods stores, total....	1,767	1,818	1,649	1,878	1,971	2,038	1,972	1,911	1,845	1,692	2,056	1,907	1,999	+8	+10	+3		
Nondurable-goods stores, total.	3,423	3,318	3,036	3,520	3,573	3,653	3,551	3,532	3,818	3,410	3,612	3,733	4,576	+7	+9	-3		
Food group.....	1,308	1,264	1,147	1,311	1,235	1,347	1,316	1,325	1,428	1,232	1,307	1,364	1,357	+8	+10	-3		
Grocery stores.....	1,247	1,204	1,093	1,254	1,173	1,280	1,251	1,259	1,360	1,177	1,247	1,306	1,290	+8	+10	-3		
Eating and drinking places.....	306	305	269	307	316	329	329	344	351	309	316	308	319	+11	+13	0		
GAF ² , total.....	986	955	862	1,073	1,176	1,139	1,109	1,065	1,226	1,122	1,195	1,277	2,007	+8	+11	-3		
General merchandise group.....	491	488	437	568	613	593	579	548	642	556	617	676	1,104	+9	+12	-1		
Department stores.....	241	235	211	289	293	290	287	270	316	285	308	346	564	+7	+11	-2		
Apparel group.....	272	249	225	290	347	305	284	277	333	310	327	349	586	+8	+11	-8		
Furniture and appliance group....	223	218	200	215	216	241	246	240	251	246	251	252	317	+7	+9	-2		
Lumber, bldg.,hdwe.,farm equip.grp.	250	263	265	333	387	388	358	365	361	340	371	332	283	-3	-1	+ c ->		
Automotive group.....	1,160	1,187	1,067	1,208	1,244	1,256	1,224	1,169	1,085	955	1,295	1,169	1,140	+9	+11	+2		
Gasoline service stations.....	471	450	412	455	459	474	480	497	514	469	473	466	490	+8	+9	-4		
Drug and proprietary stores.....	181	178	178	184	181	187	182	175	179	167	172	173	229	+2	0	-2		
THE WEST, TOTAL.....	3,515	3,407	3,123	3,563	3,590	3,749	3,711	3,774	3,856	3,509	3,854	3,852	4,587	+7	+9	-3		
Durable-goods stores, total....	1,195	1,164	1,055	1,207	1,237	1,303	1,290	1,335	1,257	1,151	1,427	1,311	1,403	+9	+10	-3		
Nondurable-goods stores, total.	2,320	2,243	2,068	2,356	2,353	2,446	2,421	2,439	2,599	2,358	2,427	2,541	3,184	+6	+8	-3		
Food group.....	885	862	806	900	829	886	859	876	952	831	857	914	932	+5	+7	-3		
Grocery stores.....	827	803	744	836	764	820	798	820	890	774	799	858	865	+6	+8	-3		
Eating and drinking places.....	271	270	240	274	273	283	290	304	316	282	280	274	295	+9	+13	0		
GAF ² , total.....	690	671	587	686	736	752	741	728	803	760	826	875	1,380	+11	+14	-3		
General merchandise group.....	349	344	313	374	406	414	408	402	458	415	441	491	803	+7	+10	-1		
Department stores.....														+17	+21	-2		
Apparel group.....	155	140	123	153	176	171	167	156	174	174	178	183	333	+10	+14	-10		
Furniture and appliance group....														+20	+24	+ c ->		
Gasoline service stations.....														+5	+5	-9		
Drug and proprietary stores.....														+5	+7	+2		

¹ Preliminary estimates. ² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: FEBRUARY 1963 TO FEBRUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964		1963											Percentage change		
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb. 1964 from-- Jan.-Feb. 1963	Feb. 1964 from--	
															Feb. 1963	Jan. 1964
New England Division, total.....	1,238	1,178	1,074	1,196	1,278	1,348	1,311	1,311	1,325	1,170	1,289	1,336	1,662	+6	+10	-5
Durable-goods stores.....	376	366	302	355	438	472	449	423	392	318	412	401	469	+14	+21	-3
Nondurable-goods stores.....	862	812	772	841	840	876	862	888	933	852	877	935	1,193	+3	+5	-6
Food group.....	340	323	305	337	315	345	338	368	370	317	321	342	347	+4	+6	-5
GAF ² , total.....	230	217	194	231	270	272	270	240	282	256	266	313	505	+6	+12	-6
General merchandise group.....							C							-2	+1	-6
Middle Atlantic Division, total....	3,695	3,574	3,292	3,822	3,996	4,146	3,976	3,902	3,937	3,667	4,101	4,156	4,933	+6	+9	-3
Durable-goods stores.....	980	987	892	1,099	1,234	1,288	1,183	1,175	1,066	939	1,267	1,194	1,216	+5	+11	+1
Nondurable-goods stores.....	2,715	2,587	2,400	2,723	2,762	2,858	2,793	2,727	2,871	2,728	2,834	2,962	3,717	+7	+8	-5
GAF ² , total.....	806	774	685	854	952	948	943	859	935	954	1,014	1,100	1,703	+9	+13	-4
General merchandise group.....	357	353	296	380	426	431	436	390	432	440	465	528	861	+15	+19	-1
East North Central Division, total.	3,931	3,882	3,481	4,013	4,302	4,427	4,366	4,289	4,401	4,095	4,657	4,619	5,283	+8	+12	-1
Durable-goods stores.....	1,179	1,201	1,045	1,255	1,451	1,470	1,478	1,474	1,365	1,283	1,676	1,473	1,472	+12	+15	+2
Nondurable-goods stores.....	2,752	2,681	2,436	2,758	2,851	2,957	2,888	2,815	3,036	2,812	2,981	3,146	3,811	+7	+10	-3
Food group.....	1,044	1,036	932	1,024	968	1,049	1,035	1,007	1,080	964	1,017	1,081	1,085	+8	+11	-1
GAF ² , total.....	801	781	658	834	932	920	919	866	998	970	1,027	1,149	1,717	+15	+19	-3
General merchandise group.....	427	430	359	463	517	515	516	469	562	535	563	661	1,024	+17	+20	+1
West North Central Division, total.	1,585	1,516	1,432	1,661	1,808	1,867	1,850	1,821	1,836	1,724	1,959	1,891	2,064	+5	+6	-4
Durable-goods stores.....	534	522	489	589	651	668	672	658	631	616	761	699	649	+7	+7	-2
Nondurable-goods stores.....	1,051	994	943	1,072	1,157	1,199	1,178	1,163	1,205	1,108	1,198	1,192	1,415	+4	+5	-5
Food group.....	346	333	319	347	335	362	366	361	376	339	362	368	361	+3	+4	-4
GAF ² , total.....	290	281	248	316	355	344	344	325	359	354	375	399	592	+9	+13	-3
General merchandise group.....	158	158	138	185	214	202	201	186	215	200	208	226	362	+8	+14	0
South Atlantic Division, total....	2,523	2,499	2,293	2,646	2,734	2,776	2,700	2,637	2,749	2,438	2,740	2,775	3,273	+6	+9	-1
Durable-goods stores.....	821	839	769	888	950	967	936	908	860	780	975	914	942	+5	+9	+2
Nondurable-goods stores.....	1,702	1,660	1,524	1,758	1,784	1,809	1,764	1,729	1,889	1,658	1,765	1,861	2,331	+6	+9	-2
GAF ² , total.....	490	486	449	557	597	565	563	531	615	571	596	651	1,037	+3	+8	-1
General merchandise group.....	250	248	235	307	322	306	302	281	332	291	315	351	579	+2	+6	-1
East South Central Division, total.	963	956	853	992	1,039	1,061	1,019	994	1,055	983	1,093	1,075	1,248	+10	+12	-1
Nondurable-goods stores.....	628	601	551	648	670	694	648	651	707	658	698	713	856	+8	+9	-4
Food group.....							C							+9	+11	-4
GAF ² , total.....	185	178	158	204	228	224	209	201	234	219	236	246	378	+13	+13	-4
General merchandise group.....	97	96	81	109	121	117	112	108	123	115	126	135	216	+18	+19	-1
West South Central Division, total.	1,704	1,681	1,539	1,760	1,771	1,854	1,804	1,812	1,859	1,681	1,835	1,790	2,054	+9	+9	-1
Durable-goods stores.....							C									+2
Nondurable-goods stores.....	1,093	1,057	961	1,114	1,119	1,150	1,139	1,152	1,222	1,094	1,149	1,159	1,389	+9	+10	-3
Food group.....							C							+5	+6	-3
GAF ² , total.....	311	291	255	312	351	350	337	333	378	332	363	380	592	+13	+14	-6
General merchandise group.....	144	144	121	152	170	170	165	159	187	160	176	190	309	+16	+19	0
Mountain Division, total.....	765	719	690	833	850	877	878	944	936	839	912	902	1,010	+5	+4	-6
Nondurable-goods stores.....	511	490	468	566	568	581	578	596	625	555	550	566	692	+3	+5	-4
Food group.....							C							+5	+7	-2
GAF ² , total.....	133	129	113	133	147	153	145	147	162	148	160	167	270	+13	+14	-3
General merchandise group.....	66	65	60	72	84	88	81	80	93	76	82	91	155	+9	+8	-2
Pacific Division, total.....	2,750	2,688	2,433	2,730	2,740	2,872	2,833	2,830	2,920	2,670	2,942	2,950	3,577	+8	+10	-2
Durable-goods stores.....	941	935	833	940	955	1,007	990	987	946	867	1,065	975	1,085	+10	+12	-1
Nondurable-goods stores.....	1,809	1,753	1,600	1,790	1,785	1,865	1,843	1,843	1,974	1,803	1,877	1,975	2,492	+7	+10	-3
Food group.....	684	666	623	690	636	683	658	673	733	634	655	702	719	+5	+7	-3
GAF ² , total.....	557	542	474	553	589	599	596	581	641	612	666	708	1,110	+11	+14	-3

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: FEBRUARY 1963 TO FEBRUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964		1963												Percentage change		
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb. 1964	February 1964 from--		
														from-- Jan.-Feb. 1963	Feb. 1963	Jan. 1964	
California.....	2,154	2,099	1,898	2,111	2,113	2,204	2,156	2,140	2,192	2,011	2,248	2,277	2,783	+9	+11	-3	
Illinois.....	1,143	1,108	1,026	1,203	1,275	1,290	1,235	1,193	1,234	1,172	1,332	1,386	1,602	+6	+8	-3	
Massachusetts.....	586	556	535	595	624	662	636	606	607	549	607	631	778	0	+4	-5	
Michigan.....	853	832	745	846	909	947	936	945	953	859	981	973	1,109	+9	+12	-2	
New Jersey.....	697	673	635	744	770	780	752	749	735	675	780	782	920	+5	+6	-3	
New York.....	1,910	1,840	1,690	1,921	1,996	2,075	1,992	1,940	1,997	1,892	2,081	2,110	2,493	+7	+9	-4	
Ohio.....	986	972	871	1,006	1,072	1,100	1,087	1,088	1,135	1,074	1,212	1,182	1,340	+9	+12	-1	
Pennsylvania.....	1,088	1,061	967	1,157	1,230	1,291	1,232	1,213	1,205	1,100	1,240	1,264	1,520	+7	+10	-2	
Texas.....	1,010	1,012	959	1,084	1,097	1,149	1,104	1,088	1,130	1,013	1,107	1,074	1,228	+5	+6	0	

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: FEBRUARY 1963 TO FEBRUARY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964		1963												Percentage change		
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb. 1964 from-- Jan.-Feb. 1963	February 1964 from--		
															Feb. 1963	Jan. 1964	
Standard Consolidated Areas ²																	
Chicago, Ill.-Northwestern Ind., total.....	812	797	731	878	915	913	884	837	869	818	928	963	1,145	+7	+9	-2	
GAP ³	C													+10	+16	-1	
New York-Northeastern N. J., total.....	1,708	1,644	1,550	1,768	1,813	1,864	1,778	1,693	1,693	1,635	1,838	1,869	2,216	+4	+6	-4	
GAP ³	412	390	343	424	463	457	461	413	445	484	505	537	813	+9	+14	-5	
Standard Metropolitan Statistical Areas ²																	
Chicago, Ill., total.....	758	742	669	808	843	841	810	765	797	753	847	894	1,071	+9	+11	-2	
GAP ³	C													+11	+17	-1	
Detroit, Mich., total.....														+12	+14	-2	
GAP ³	C													+28	+31	-4	
Los Angeles, Calif., total.....	1,018	980	847	947	945	978	953	965	989	918	1,039	1,064	1,337	+13	+16	-4	
GAP ³	C													+19	+24	-2	
New York, N. Y., total.....	1,229	1,181	1,106	1,240	1,270	1,312	1,250	1,204	1,220	1,191	1,312	1,345	1,603	+5	+7	-4	
GAP ³	C													+8	+14	-6	
Philadelphia, Pa., total.....														+9	+10	-3	
GAP ³	C													+15	+16	-5	

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAP, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group...	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates ^a									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233
OFFICIAL BUSINESS
FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

31
33/22 2
2

Comm



For release
May 14, 1964

BR-64-3

Retail Sales and End-of-Month Accounts Receivable: March 1964

SALES

Total sales of all retail stores in the United States during March 1964 were estimated at \$20.6 billion, 10 percent higher than February 1964 and 5 percent higher than March 1963. After adjustment for seasonal variations and trading day differences, but not for price changes, March 1964 sales amounted to \$21.3 billion, 1 percent lower than the previous month but 5 percent higher than March a year ago. Adjusted sales of durable-goods stores in March 1964 decreased 4 percent from February 1964 but were 6 percent higher than March 1963. Adjusted sales of nondurable-goods stores in March 1964 were virtually unchanged from the previous month but were 4 percent above the March 1963 level.

Based on adjusted data, sales in the durable-goods stores category reflected month-to-month decreases for the automotive group (-6%) and the lumber, building, hardware, farm equipment group (-5%) while the furniture and appliance group increased (1%). In the nondurable-goods stores category, month-to-month decreases were reported by the apparel group (-6%), general merchandise group (-3%), eating and drinking places (-1%) while the food group increased (+3%).

Based on adjusted data, sales in the durable-goods stores category reflected year-to-year increases for the furniture and appliance group (+14%) and the automotive group (+5%) while the lumber, building, hardware, farm equipment group decreased (-1%). In the nondurable-goods stores category, all major kinds-of-business groups reported year-to-year increases with the food group showing the largest gain (+6%), followed by the general merchandise group (+4%) and the apparel group and eating and drinking places (+2%) each.

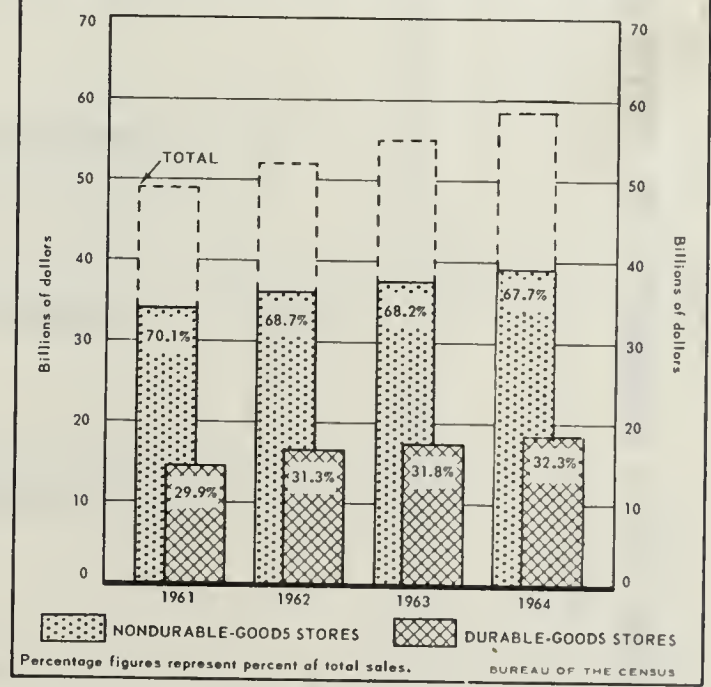
Unadjusted cumulative sales of all retail stores for the first three months of 1964 amounted to \$58.5 billion, 6 percent above the first quarter of 1963. On an adjusted basis all major kind-of-business groups showed sales increases with the furniture and appliance group reporting the largest cumulative sales increase of 11 percent followed by the general merchandise and automotive groups with increases of 7 and 6 percent, respectively.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$14.3

SALES OF ALL RETAIL STORES— FIRST THREE MONTHS-1961 THROUGH 1964

(Not adjusted for seasonal variations or trading day differences)



billion in total accounts receivable balances owed by customers as of March 31, 1964. This amount was 11 percent more than \$12.9 billion reported as of March 31, 1963, and about 1 percent higher than the \$14.1 billion outstanding at the end of February 1964. The increase in total credit balances from the March 1963 level, based on data not adjusted for seasonal variations, reflected a 13 percent increase in installment account balances and an 8 percent increase in charge account balances. Compared with February 1964 charge and installment balances showed increases of 1 percent each.

Total receivable balances of durable-goods stores as of March 31, 1964 were 1 percent higher than balances for the previous month, and 6 percent higher than those outstanding at the end of March 1963. Nondurable-goods stores reported a 2 percent increase in total credit outstanding from the February 1964 total, and a 15 percent increase over the total for the end of March a year ago.

THE BUREAU OF THE
MAY 25 1964
PROPERTY OF THE

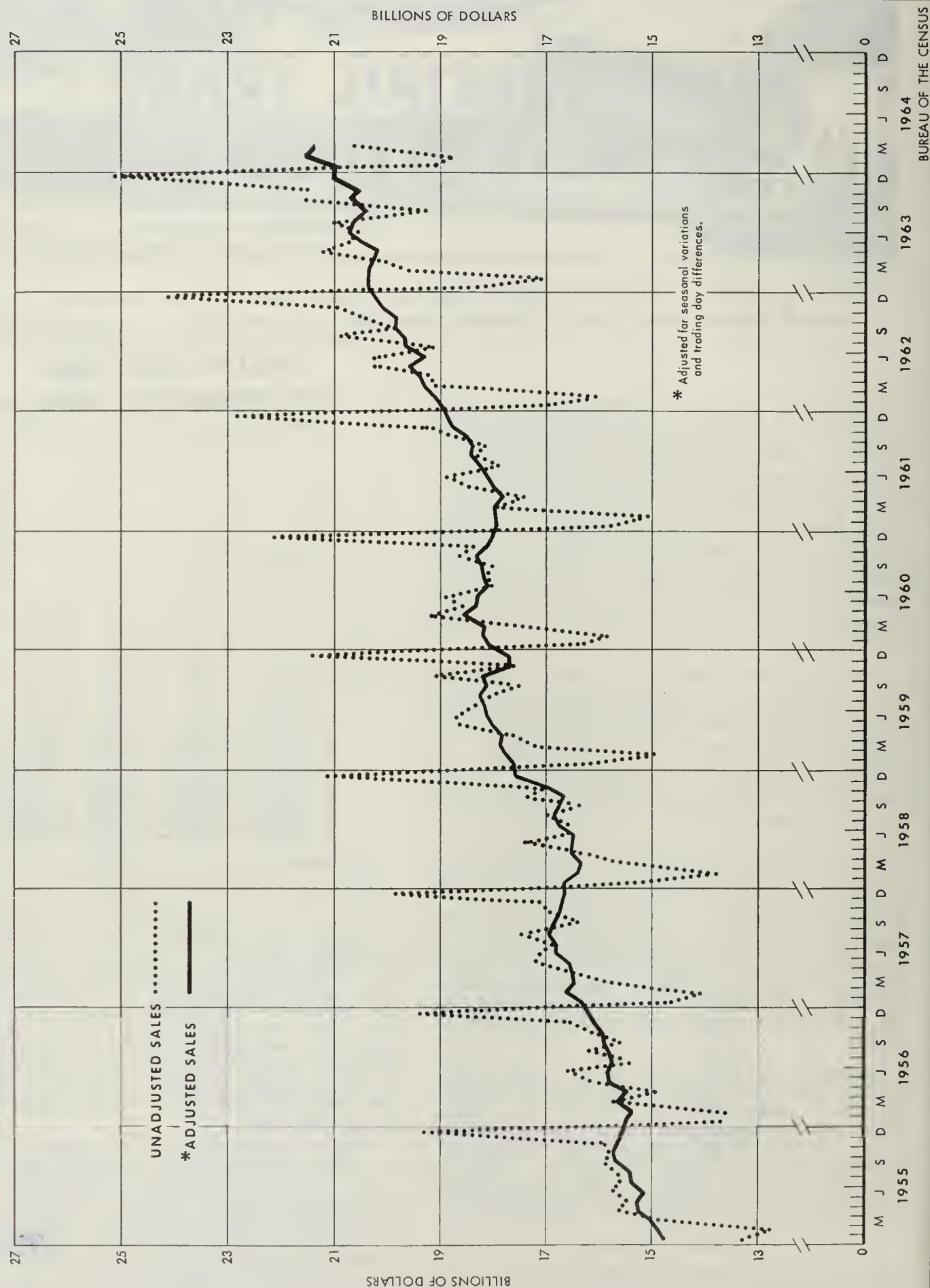


Table 1.--ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: MARCH 1964

(Millions of dollars)

Kind of business	1964				1963								Total 3 months		
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
	Data NOT ADJUSTED for seasonal factors or trading day differences														
United States, total.....	19,154	18,758	19,584	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	58,496	54,997
Durable-goods stores, total.....	6,031	6,122	6,779	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	18,932	17,510
Nondurable-goods stores, total.....	13,123	12,636	13,805	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	39,564	37,487
Food group.....	5,018	4,849	4,934	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	14,801	14,181
Grocery stores.....	4,558	4,395	4,454	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	13,407	12,882
Meat markets.....	133	125	128	126	123	132	124	131	132	118	123	124	133	386	370
Bakery products stores.....	93	89	94	93	90	90	90	86	93	91	95	97	104	276	266
Eating and drinking places.....	1,436	1,347	1,435	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	4,218	4,009
Eating places.....	990	938	1,001	982	1,027	1,098	1,127	1,159	1,202	1,070	1,083	1,028	1,054	2,929	2,761
Restaurants, cafeterias, lunchrooms.....	831	788	839	818	839	882	896	925	972	870	892	855	883	2,458	2,319
Drinking places.....	446	409	434	439	436	464	465	487	496	456	473	458	479	1,289	1,248
General merchandise group.....	1,872	1,875	2,317	2,075	2,299	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,399	6,064	5,458
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,645	1,498	1,644	1,646	1,656	1,512	1,757	1,646	1,734	1,956	3,165	4,309	3,895
Department stores.....	1,094	1,069	1,341	1,205	1,323	1,325	1,340	1,212	1,408	1,340	1,404	1,590	2,625	3,504	3,115
Variety stores.....	289	313	392	320	384	361	357	341	390	354	378	414	793	994	853
Mail order houses (department store merchandise).....	140	146	178	153	163	160	141	148	183	172	197	248	307	464	418
Apparel group.....	1,026	939	1,284	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	3,249	2,889
Men's, boys' wear stores ²	208	179	205	186	224	218	239	200	209	203	218	254	471	592	550
Men's, boys' clothing, furnishings stores.....	202	174	199	180	216	211	233	194	203	197	210	246	462	575	532
Women's apparel, accessory stores ³	407	378	506	428	482	460	421	390	446	448	472	509	834	1,291	1,131
Women's ready-to-wear stores.....	347	329	445	382	424	402	372	342	394	399	418	446	727	1,121	997
Family clothing stores.....	187	181	250	212	247	229	224	196	238	231	247	282	472	618	559
Shoe stores.....	177	158	260	205	259	210	202	179	212	214	197	202	295	595	517
Furniture and appliance group.....	905	910	955	838	854	934	933	965	992	980	1,095	1,077	1,333	2,770	2,449
Furniture, home furnishings stores.....	584	593	624	543	574	612	599	608	651	647	719	703	790	1,801	1,562
Furniture stores.....	421	421	435	387	404	448	443	455	496	476	517	509	591	1,277	1,117
Household appliance, TV, radio stores.....	321	317	331	295	280	322	334	357	341	333	376	374	543	969	887
Household appliance dealers.....	228	227	241	211	206	240	252	271	256	247	273	270	393	696	640
Lumber, building, hardware, farm equipment group.....	936	956	1,139	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	3,031	2,935
Lumber yards, building materials dealers ⁴	536	542	605	604	748	828	819	876	911	842	897	771	608	1,683	1,617
Lumber yards.....	355	366	397	398	498	551	555	600	632	582	608	515	396	1,118	1,069
Hardware stores.....	176	167	187	191	229	240	231	224	227	213	222	231	308	530	522
Automotive group.....	3,677	3,708	4,106	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	11,491	10,722
Passenger car, other automotive dealers.....	3,488	3,529	3,894	3,732	4,033	4,060	3,865	3,746	3,288	2,779	4,148	3,712	3,377	10,911	10,189
Passenger car dealers ⁵	3,404	3,436	3,778	3,608	3,871	3,905	3,715	3,608	3,151	2,677	4,042	3,613	3,291	10,618	9,866
Passenger car dealers (franchised).....	3,116	3,151	3,469	3,290	3,546	3,570	3,404	3,313	2,883	2,402	3,745	3,330	3,054	9,736	8,964
Tire, battery, accessory dealers.....	189	179	212	194	229	241	261	257	241	211	239	237	313	580	533
Gasoline service stations.....	1,566	1,495	1,608	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	4,669	4,478
Drug and proprietary stores.....	671	656	680	667	652	676	664	660	680	647	667	666	906	2,007	1,957
Drug stores.....	652	636	659	647	632	655	640	636	655	622	643	643	871	1,947	1,900
Liquor stores.....	433	427	445	427	429	458	450	474	489	437	466	510	724	1,305	1,222
Data ADJUSTED for seasonal factors and trading day differences															
United States, total.....	21,000	21,533	21,305	20,350	20,276	20,200	20,486	20,719	20,666	20,426	20,716	20,558	21,019	63,838	61,111
Durable-goods stores, total.....	6,855	7,262	6,973	6,576	6,646	6,512	6,630	6,773	6,562	6,606	6,941	6,734	6,831	21,090	19,824
Nondurable-goods stores, total.....	14,145	14,271	14,332	13,774	13,630	13,688	13,856	13,946	14,104	13,820	13,775	13,824	14,188	42,748	41,287
Food group.....	5,031	4,991	5,157	4,853	4,864	4,890	4,923	5,030	4,996	4,897	4,943	4,973	4,991	15,179	14,671
Grocery stores.....	4,548	4,513	4,655	4,399	4,400	4,414	4,456	4,540	4,527	4,441	4,484	4,512	4,523	13,716	13,295
Eating and drinking places.....	1,580	1,548	1,531	1,507	1,518	1,504	1,511	1,497	1,519	1,470	1,530	1,506	1,528	4,659	4,483
General merchandise group.....	2,481	2,592	2,505	2,409	2,301	2,322	2,409	2,415	2,475	2,390	2,303	2,355	2,474	7,578	7,065
Department stores.....	1,464	1,538	1,473	1,417	1,330	1,353	1,414	1,403	1,452	1,386	1,321	1,355	1,457	4,475	4,104
Variety stores.....	410	408	407	378	377	380	389	385	387	386	390	381	397	1,225	1,127
Mail order houses (department store mdse.)..	181	197	188	173	171	163	174	185	189	181	173	183	184	566	521
Apparel group.....	1,250	1,308	1,229	1,207	1,166	1,156	1,179	1,214	1,259	1,204	1,150	1,186	1,250	3,787	3,638
Men's, boys' wear stores ²	231	250	232	233	233	221	222	239	247	238	217	224	239	713	698
Women's apparel, accessory stores ³	497	508	481	462	443	447	471	475	480	465	451	463	482	1,486	1,383
Shoe stores.....	220	217	220	219	203	203	199	202	209	198	196	205	222	657	645
Furniture and appliance group.....	1,019	1,062	1,068	940	945	938	935	979	985	1,028	986	1,021	1,149	2,831	2,831
Furniture, home furnishings stores.....	671	699	695	607	617	598	611	613	611	648	666	640	637	2,005	1,822
Household appliance, TV, radio stores.....	348	363	373	333	328	340	324	366	374	380	340	346	384	1,084	1,009
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,281	1,289	1,290	1,238	1,263	1,262	1,299	1,318	1,350	1,381	1,289	3,898	3,840
Lumber yards, building materials dealers ⁴	730	779	714	722	736	738	750	746	771	761	764	744	716	2,223	2,161
Hardware stores.....	219	228	215	220	221	202	212	212	221	214	222	240	236	664	640
Automotive group.....	3,951	4,189	3,939	3,764	3,824	3,740	3,843	3,940	3,733	3,117	3,980	3,791	3,935	12,079	11,438
Passenger car, other automotive dealers.....	3,711	3,952	3,690	3,544	3,602	3,515	3,607	3,709	3,512	3,495	3,748	3,554	3,685	11,353	10,706
Tire, battery, accessory dealers.....	240	237	249	220	222	225	236	231	221	222	232	235	250	728	670
Gasoline service stations.....	1,638	1,658	1,654	1,618	1,594	1,581	1,584	1,602	1,612	1,605	1,618	1,638	1,681	4,955	4,894
Drug and proprietary stores.....	694	666	702	678	677	678	674	674	685	688	683	677	684	2,031	1,931
Liquor stores.....	471	483	503	458	471	469	475	481	474	466	478	473	483	1,456	1,371

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: MARCH 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	March 1964 from--		3 mos. 1964 from 3 mos. 1963		March 1964 from--		3 mos. 1964 from 3 mos. 1963
	Mar. 1963	Feb. 1964			Mar. 1963	Feb. 1964	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+5	+10	+6	Furniture and appliance group.....	+14	+5	+13
Durable-goods stores, total.....	+6	+11	+8	Furniture stores.....	+13	+3	+14
Nondurable-goods stores, total.....	+4	+9	+6	Floor coverings stores*.....	+28	+12	+32
Food group.....	-1	+2	+4	Household appliance, TV, radio stores.....	+12	+4	+9
Grocery stores.....	-2	+1	+4	Household appliance stores.....	+14	+6	+9
Meat markets.....	+2	+2	+4	TV, radio stores*.....	+7	0	+10
Fruit stores, vegetable markets*.....	+19	+9	+20	Lumber, building, hardware, farm equipment group.....	+1	+19	+3
Candy, nut, confectionery stores*.....	+15	+13	+2	Lumber, building materials dealers.....	0	+12	+4
Bakery products stores.....	+1	+6	+4	Lumber yards.....	0	+8	+5
Delicatessen stores*.....	+4	+9	+1	Paint, glass, wallpaper stores*.....	+3	+15	+10
Eating and drinking places.....	+1	+7	+5	Heating and plumbing equipment dealers*.....	-3	+14	+8
Eating places.....	+2	+7	+6	Hardware stores.....	-2	+12	+2
Restaurants, cafeterias, lunchrooms.....	+3	+6	+6	Farm equipment dealers*.....	+4	+40	+3
Drinking places.....	-1	+6	+3	Automotive group.....	+5	+11	+7
General merchandise group.....	+12	+24	+11	Passenger car dealers.....	+5	+10	+8
Department stores and dry goods, general merchandise stores.....	+10	+25	+11	Passenger car dealers (franchised).....	+5	+10	+9
Department stores.....	+11	+25	+12	Tire, battery, accessory dealers.....	+9	+18	+9
Variety stores.....	+23	+25	+17	Gasoline service stations.....	+4	+8	+4
Mail order houses (department store merchandise).....	+16	+22	+11	Fuel fuel oil dealers*.....	+2	-16	-5
Apparel group.....	+19	+37	+12	Fuel dealers, except fuel oil*.....	-3	-21	-7
Men's, boys' clothing, furnishings stores.....	+10	+15	+8	Fuel oil dealers*.....	+5	-13	-4
Men's, boys' clothing stores*.....	+12	+12	+10	Drug and proprietary stores.....	+2	+4	+3
Men's, boys' furnishings stores*.....	+9	+9	+7	Drug stores.....	+2	+4	+2
Women's ready-to-wear stores.....	+16	+35	+12	Liquor stores.....	+4	+4	+7
Family clothing stores.....	+18	+38	+11	Jewelry stores*.....	+11	+18	+5
Women's apparel, accessory, specialty stores*..	+28	+25	+14	Florists*.....	+26	+31	+17
Shoe stores.....	+27	+65	+15	Book stores*.....	+31	-14	+32
				Stationery stores*.....	+11	+5	+3
				Music stores*.....	+25	+3	+15
				Camera, photographic supply stores*.....	+4	-4	+9
				Optical goods stores*.....	+20	+6	+18
				Typewriter stores*.....	+7	+7	-2

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+5	-1	+4	Furniture and appliance group.....	+14	+1	+11
Durable-goods stores, total.....	+6	-4	+6	Furniture, home furnishings stores.....	+14	-1	+13
Nondurable-goods stores, total.....	+4	0	+4	Household appliance, TV, radio stores.....	+12	+3	+7
Food group.....	+6	+3	+3	Lumber, building, hardware, farm equipment group.....	-1	-5	+1
Grocery stores.....	+6	+3	+3	Lumber, building materials dealers.....	-1	-8	+3
Eating and drinking places.....	+2	-1	+4	Hardware stores.....	-2	-6	-1
General merchandise group.....	+4	-3	+7	Automotive group.....	+5	-6	+6
Department stores.....	+4	-4	+9	Passenger car and other automotive dealers....	+4	-7	+5
Variety stores.....	+8	0	+9	Tire, battery, accessory dealers.....	+13	+5	+8
Mail order houses (department store merchandise).....	+9	-5	+9	Gasoline service stations.....	+2	0	+2
Apparel group.....	+2	-6	+4	Drug and proprietary stores.....	+4	+5	+2
Men's, boys' wear stores.....	0	-7	+2	Liquor stores.....	+10	+4	+6
Women's apparel, accessory stores.....	+4	-5	+7				
Shoe stores.....	0	+1	+2				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MARCH 1964

(Millions of dollars)																
Kind of business	1964			1963											Total 3 months	
	Jan.	Feb.	Mar.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,478	4,330	4,859	4,571	4,651	4,849	4,767	4,601	5,107	4,611	4,915	5,364	6,943	13,667	12,472	
Durable-goods stores, total.....	310	315	355	324	355	384	385	388	389	365	412	411	501	984	879	
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,247	4,296	4,465	4,382	4,213	4,718	4,246	4,503	4,953	6,442	12,683	11,593	
Food group.....	2,139	2,035	2,026	2,119	1,920	2,123	2,006	1,974	2,193	1,877	2,018	2,192	2,142	6,200	5,912	
Grocery stores.....	2,086	1,982	1,970	2,067	1,862	2,063	1,950	1,915	2,137	1,825	1,965	2,140	2,081	6,038	5,754	
Eating and drinking places.....	102	100	111	102	102	107	108	111	115	107	109	105	107	313	282	
General merchandise group.....	1,262	1,246	1,564	1,329	1,504	1,491	1,516	1,415	1,641	1,526	1,615	1,843	2,995	4,072	3,484	
Department stores and dry goods, general																
merchandise stores.....	909	871	1,105	956	1,066	1,070	1,106	1,011	1,176	1,105	1,149	1,307	2,113	2,885	2,456	
Department stores.....	790	763	968	835	929	935	965	879	1,015	961	1,000	1,137	1,850	2,521	2,142	
Variety stores.....	216	238	304	241	294	276	276	263	301	272	292	321	611	758	636	
Apparel group.....	247	228	365	283	353	315	307	263	310	309	311	348	567	840	717	
Men's, boys' wear stores ²	26	22	29	25	29	29	30	25	25	25	30	34	60	77	68	
Women's apparel, accessory stores ³	97	95	147	116	141	135	130	115	138	128	131	152	246	339	291	
Women's ready-to-wear stores.....	89	88	135	107	129	124	120	106	128	118	120	141	226	312	269	
Shoe stores.....	73	66	119	87	113	90	87	71	84	93	83	83	133	258	221	
Furniture and appliance group.....	78	83	96	85	83	91	92	91	98	94	102	108	128	257	228	
Tire, battery, accessory dealers.....	75	72	82	77	92	97	103	102	94	83	93	94	132	229	208	
Drug and proprietary stores.....	140	138	148	135	134	138	141	138	143	135	138	143	226	426	392	
Liquor stores.....	91	93	98	96	93	100	95	99	105	92	102	111	171	282	265	

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,089	5,111	5,126	4,778	4,705	4,730	4,848	4,914	4,983	4,871	4,809	4,922	5,043	15,326	14,266
Grocery stores.....	2,041	2,018	2,055	1,940	1,946	1,955	1,964	1,992	2,007	1,970	1,993	2,015	2,017	6,114	5,857
Eating and drinking places.....	111	110	112	104	103	104	104	105	107	105	107	105	106	333	305
General merchandise group.....	1,698	1,743	1,721	1,569	1,503	1,512	1,593	1,604	1,646	1,605	1,523	1,600	1,674	5,162	4,593
Department stores.....	1,057	1,090	1,075	972	922	939	990	995	1,035	1,000	932	993	1,050	3,222	2,820
Variety stores.....	318	318	319	294	287	285	297	295	294	297	298	296	305	955	870
Apparel group.....	336	337	326	311	309	309	311	324	341	316	298	310	326	999	939
Men's, boys' wear stores ²	31	33	29	29	29	29	28	33	33	31	29	27	29	93	87
Women's apparel, accessory stores ³	139	140	136	131	126	131	136	141	147	132	125	135	137	415	390
Shoe stores.....	94	90	98	92	89	85	83	82	90	87	84	83	92	282	278
Tire, battery, accessory dealers.....	99	98	96	89	90	88	93	92	88	89	91	92	99	293	269
Drug and proprietary stores.....	152	148	157	140	139	143	144	145	150	147	146	144	147	457	423

¹ Based on weekly sales figures converted to calendar month totals. March 1964 weekly sales (in millions of dollars) were as follows: For week ending March 7 = 473; March 14 = 463; March 21 = 465; March 28 = 484.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MARCH 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1964				1963									Total 3 months	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
United States, total.....	5,328	5,143	5,761	5,469	5,574	5,776	5,685	5,518	6,094	5,546	5,947	6,411	8,239	16,232	14,962
Food group.....	2,413	2,288	2,277	2,383	2,166	2,385	2,261	2,262	2,497	2,150	2,294	2,477	2,431	6,978	6,681
Grocery stores.....	2,334	2,211	2,195	2,309	2,086	2,302	2,184	2,179	2,417	2,074	2,217	2,401	2,343	6,740	6,463
Eating and drinking places.....	148	139	158	147	148	156	162	164	170	159	166	165	163	445	411
General merchandise group.....	1,372	1,368	1,710	1,476	1,660	1,643	1,669	1,550	1,799	1,672	1,773	2,019	3,275	4,450	3,859
Department stores and dry goods, general merchandise stores.....	1,006	976	1,233	1,070	1,189	1,196	1,237	1,126	1,312	1,231	1,285	1,455	2,349	3,215	2,742
Department stores.....	861	843	1,065	919	1,018	1,024	1,058	957	1,105	1,051	1,095	1,244	2,029	2,769	2,351
Drug and proprietary stores.....	165	162	172	162	160	167	169	167	176	165	168	172	266	499	472

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: MARCH 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

(Based on figures that are not adjusted for seasonal variations or trading day differences.)							
Area	Percentage change in sales			Area	Percentage change in sales		
	March 1964 from--		3 mos. 1964 from 3 mos. 1963		March 1964 from--		3 mos. 1964 from 3 mos. 1963
	March 1963	February 1964			March 1963	February 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...			
Akron, Ohio.....	+14	+13	+13	New York City.....	+11	+19	+12
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	+12	+19	+12
Asheville, N. C.....	+14	+55	+9	Norfolk-Portsmouth, Va.....	-4	+3	+4
Atlanta, Ga.....	+10	+31	+14	Oklahoma City, Okla.....	+10	+29	+13
Augusta, Ga.....	+9	+35	+12	Omaha, Nebr.....	+4	+31	+7
Baltimore, Md.....	+15	+29	+17	Peoria, Ill.....	+5	+22	+7
Baton Rouge, La.....	+2	+30	+3	Philadelphia, Pa.....	-1	+27	+4
Binghamton, N. Y.....	+1	+36	-3	Phoenix, Ariz.....	+11	+31	+9
Birmingham, Ala.....	-5	+27	+3	Pittsburgh, Pa.....	NA	NA	NA
Boston, Mass.....	+15	+32	+9	Portland, Oreg.....	+6	+21	+11
Buffalo, N. Y.....	NA	NA	NA	Reading, Pa.....	+7	NA	+6
Canton, Ohio.....	+10	+14	+11	Richmond, Va.....	+10	+35	+10
Chattanooga, Tenn.....	+13	+47	+12	Rochester, N. Y.....	+4	+30	+8
Chicago, Ill.....	+6	+19	+13	Sacramento, Calif.....	+3	+22	+7
Cincinnati, Ohio.....	+15	+25	+14	St. Louis, Mo.....	+22	NA	+19
Cleveland, Ohio.....	+11	+16	+14	Salt Lake City, Utah.....	+5	+27	+4
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+3	NA	+5
Columbus, Ohio.....	+10	+28	+12	San Bernardino, Calif.....	+14	+39	+10
Corpus Christi, Tex.....	-1	+10	+3	San Diego, Calif.....	NA	NA	NA
Dallas, Tex.....	+10	+20	+13	San Francisco, Calif.....	+13	NA	+10
Denver, Colo.....	+8	+20	+13	Savannah, Ga.....	+11	+33	+11
Des Moines, Iowa.....	+7	+19	+9	Seattle, Wash.....	-3	NA	-2
Detroit, Mich.....	+13	+13	+18	Shreveport, La.....	+5	+40	+5
El Paso, Tex.....	+15	+25	+11	South Bend, Ind.....	+3	+25	+6
Erie, Pa.....	+4	+60	+8	Spokane, Wash.....	-1	NA	+1
Evansville, Ind.....	NA	NA	NA	Springfield, Mo.....	+8	+41	+10
Flint, Mich.....	+10	+29	+13	Springfield, Ohio.....	+9	+27	+8
Fort Wayne, Ind.....	+1	+17	+7	Syracuse, N. Y.....	+1	+31	+5
Fort Worth, Tex.....	NA	NA	NA	Tacoma, Wash.....	+2	NA	+1
Grand Rapids, Mich.....	+11	+41	+11	Tampa-St. Petersburg, Fla.....	+12	+22	+11
Houston, Tex.....	+18	+26	+19	Toledo, Ohio.....	+9	+22	+11
Indianapolis, Ind.....	+4	+26	+7	Trenton, N. J.....	+16	+27	+14
Jacksonville, Fla.....	+21	+25	+22	Tulsa, Okla.....	+6	+29	+7
Kansas City, Mo.....	+6	+26	+10	Utica-Rome, N. Y.....	+16	+30	+26
Knoxville, Tenn.....	+13	+36	+13	Waco, Tex.....	+11	+26	+13
Lancaster, Pa.....	+6	+26	+10	Washington, D. C.....	+12	+16	+13
Lexington, Ky.....	+11	+40	+15	Wheeling, W. Va.....	+1	+22	+4
Los Angeles, Long Beach, Calif.....	+13	NA	+12	Wichita, Kans.....	+9	+29	+9
Louisville, Ky.....	+11	+34	+16	Worcester, Mass.....	+19	+29	+13
Macon, Ga.....	+11	+42	+11	Youngstown, Ohio.....	+6	+17	+10
Memphis, Tenn.....	+7	+26	+10	CITIES			
Miami, Fla.....	+16	+19	+16	Bridgeport, Conn.....	+8	+22	+5
Milwaukee, Wis.....	+7	+19	+8	Bristol, Tenn.-Va.....	+11	+41	+10
Mobile, Ala.....	-3	+35	+2	Duluth, Minn.-Superior, Wis.....	+10	+7	+7
New Orleans, La.....	+15	+34	+14	Minneapolis, Minn.....	+1	+24	+10
				Oakland-Berkeley, Calif.....	+1	NA	-2
				Portsmouth, Ohio.....	+18	+31	+16
				Rome, Ga.....	+14	+52	+13
				St. Paul, Minn.....	+14	+29	+18
				San Francisco, Calif.....	+6	NA	+4
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: MARCH 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964				1963										Percentage change, March 1964 from--	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1963	Feb. 1964	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	14,628	14,123	14,301	12,912	13,352	13,634	13,799	13,781	14,016	13,990	14,269	14,361	15,484	+11	+1	
Durable-goods stores, total.....	6,259	6,083	6,138	5,799	5,965	6,160	6,339	6,457	6,559	6,532	6,588	6,456	6,626	+6	+1	
Nondurable-goods stores, total.....	8,369	8,040	8,163	7,113	7,387	7,474	7,460	7,324	7,457	7,458	7,681	7,905	8,858	+15	+2	
Food group.....	352	346	346	332	326	342	341	349	364	335	353	348	354	+4	0	
Grocery stores.....	288	283	288	276	272	291	292	298	305	300	293	289	293	+4	+2	
Eating and drinking places.....	84	85	84	80	76	74	78	71	74	60	70	84	89	+5	-1	
General merchandise group.....	4,943	4,723	4,775	4,031	4,144	4,228	4,325	4,287	4,371	4,452	4,592	4,762	5,423	+18	+1	
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,629	3,065	3,166	3,227	3,288	3,274	3,336	3,381	3,521	3,641	4,164	+18	+1	
Department stores.....	3,385	3,167	3,226	2,695	2,788	2,853	2,914	2,904	2,971	3,000	3,124	3,240	3,730	+20	+2	
Mail order houses (department store mdse.)....	972	960	977	805	812	836	868	846	868	899	918	952	1,062	+21	+2	
Apparel group.....	1,062	962	990	932	950	892	879	837	855	898	941	953	1,186	+6	+3	
Women's ready-to-wear stores.....	454	424	456	438	448	418	400	371	379	406	422	421	512	+4	+8	
Furniture and appliance group.....	2,199	2,143	2,129	1,984	1,985	2,067	2,031	2,005	2,026	2,035	2,042	2,061	2,278	+7	-1	
Furniture, home furnishings stores.....	1,675	1,620	1,600	1,512	1,503	1,575	1,543	1,528	1,555	1,573	1,565	1,551	1,716	+6	-1	
Furniture stores.....	1,511	1,457	1,429	1,387	1,366	1,446	1,426	1,401	1,433	1,426	1,419	1,394	1,532	+3	-2	
Household appliance, TV, radio stores.....	523	523	529	472	482	492	488	477	471	462	477	510	562	+12	+1	
Household appliance dealers.....	461	459	467	416	413	428	434	429	413	403	413	446	490	+12	+2	
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,716	1,634	1,769	1,854	1,925	2,050	2,117	2,076	2,097	1,932	1,778	+5	+5	
Lumber yards, building materials dealers ²	1,216	1,185	1,222	1,125	1,231	1,283	1,345	1,445	1,510	1,498	1,520	1,441	1,300	+9	+3	
Lumber yards.....	883	873	880	836	917	962	1,014	1,098	1,134	1,104	1,114	1,046	948	+5	+1	
Automotive group.....	1,481	1,442	1,437	1,349	1,401	1,408	1,456	1,510	1,462	1,457	1,514	1,538	1,560	+7	0	
Passenger car dealers ³	992	955	939	897	947	936	943	1,011	944	974	1,020	1,028	1,048	+5	-2	
Passenger car dealers (franchised).....	914	881	874	830	867	861	869	910	878	880	952	957	980	+5	-1	
Tire, battery, accessory dealers.....	462	460	469	622	429	442	479	500	485	483	461	482	479	+11	+2	
Gasoline service stations.....	451	439	450	436	460	472	471	448	456	452	467	469	442	+3	+3	
Other retail stores.....	2,394	2,352	2,374	2,134	2,241	2,297	2,293	2,224	2,291	2,205	2,193	2,214	2,374	+11	+1	
CHARGE ACCOUNTS																
United States, total.....	7,409	7,126	7,221	6,658	7,032	7,202	7,147	7,157	7,264	7,178	7,381	7,381	7,826	+8	+1	
Durable-goods stores, total.....	3,337	3,224	3,305	3,038	3,246	3,390	3,478	3,594	3,669	3,654	3,774	3,658	3,622	+9	+3	
Nondurable-goods stores, total.....	4,072	3,902	3,916	3,620	3,786	3,812	3,669	3,563	3,595	3,524	3,607	3,723	4,204	+8	0	
Food group.....	341	334	334	325	319	331	329	339	349	337	340	336	342	+3	0	
General merchandise group.....	1,039	958	909	873	890	918	885	846	839	855	857	910	1,160	+4	-5	
Department stores and dry goods, general merchandise stores.....	950	871	827	782	793	821	781	745	740	750	768	819	1,065	+6	-5	
Department stores.....	844	765	713	662	673	705	684	652	647	656	661	710	950	+8	-7	
Apparel group.....	748	666	690	664	682	632	617	598	609	648	681	697	873	+4	+4	
Furniture and appliance group.....	667	648	651	591	610	629	631	612	630	626	652	677	760	+10	0	
Furniture, home furnishings stores.....	486	466	469	440	461	483	475	464	480	484	490	498	562	+7	+1	
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,524	1,439	1,580	1,655	1,730	1,845	1,912	1,876	1,914	1,761	1,606	+6	+5	
Lumber yards, building materials dealers ²	1,166	1,136	1,169	1,062	1,173	1,221	1,286	1,385	1,448	1,437	1,460	1,386	1,246	+10	+3	
Lumber yards.....	848	840	845	787	873	915	968	1,051	1,089	1,061	1,073	1,009	911	+7	+1	
Automotive group.....	882	858	851	754	795	817	813	844	809	818	885	884	902	+13	-1	
Passenger car dealers (franchised).....	641	620	615	548	581	579	572	594	572	577	632	638	662	+12	-1	
Gasoline service stations.....	439	430	437	427	451	463	461	438	447	441	455	455	429	+2	+2	
INSTALLMENT ACCOUNTS																
United States, total.....	7,219	6,997	7,079	6,254	6,320	6,432	6,652	6,624	6,752	6,812	6,888	6,980	7,658	+13	+1	
Durable-goods stores, total.....	2,922	2,859	2,832	2,761	2,719	2,770	2,861	2,863	2,890	2,878	2,814	2,798	3,004	+3	-1	
Nondurable-goods stores, total.....	4,297	4,138	4,247	3,493	3,601	3,662	3,791	3,761	3,862	3,934	4,072	4,182	4,654	+22	+3	
General merchandise group.....	3,904	3,765	3,866	3,158	3,254	3,310	3,440	3,441	3,532	3,597	3,735	3,852	4,263	+22	+3	
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,802	2,283	2,373	2,406	2,507	2,529	2,596	2,631	2,753	2,822	3,199	+4	-1	
Department stores.....	2,541	2,402	2,513	2,033	2,115	2,148	2,230	2,252	2,324	2,344	2,463	2,530	2,778	+4	-1	
Apparel group.....	314	296	300	268	268	260	262	239	246	250	260	256	266	+3	-1	
Furniture and appliance group.....	1,532	1,495	1,478	1,393	1,375	1,438	1,400	1,393	1,396	1,409	1,396	1,384	1,411	+1	-1	
Furniture, home furnishings stores.....	1,189	1,154	1,131	1,072	1,042	1,092	1,068	1,064	1,075	1,089	1,075	1,071	1,071	+1	-1	
Household appliance, TV, radio stores.....	343	341	347	371	333	346	332	329	321	320	311	311	311	+1	-1	
Lumber, building, hardware, farm equip. group..	166	179	192	195	189	199	195	205	205	205	181	171	171	+2	-1	
Automotive group.....	599	584	586	595	606	591	643	666	653	635	654	658	658	+2	-1	
Tire, battery, accessory dealers.....	267	265	269	257	258	249	289	299	296	290	276	281	281	+1	+2	

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 11.

8 Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS-- UNITED STATES, BY KIND OF BUSINESS: MARCH 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

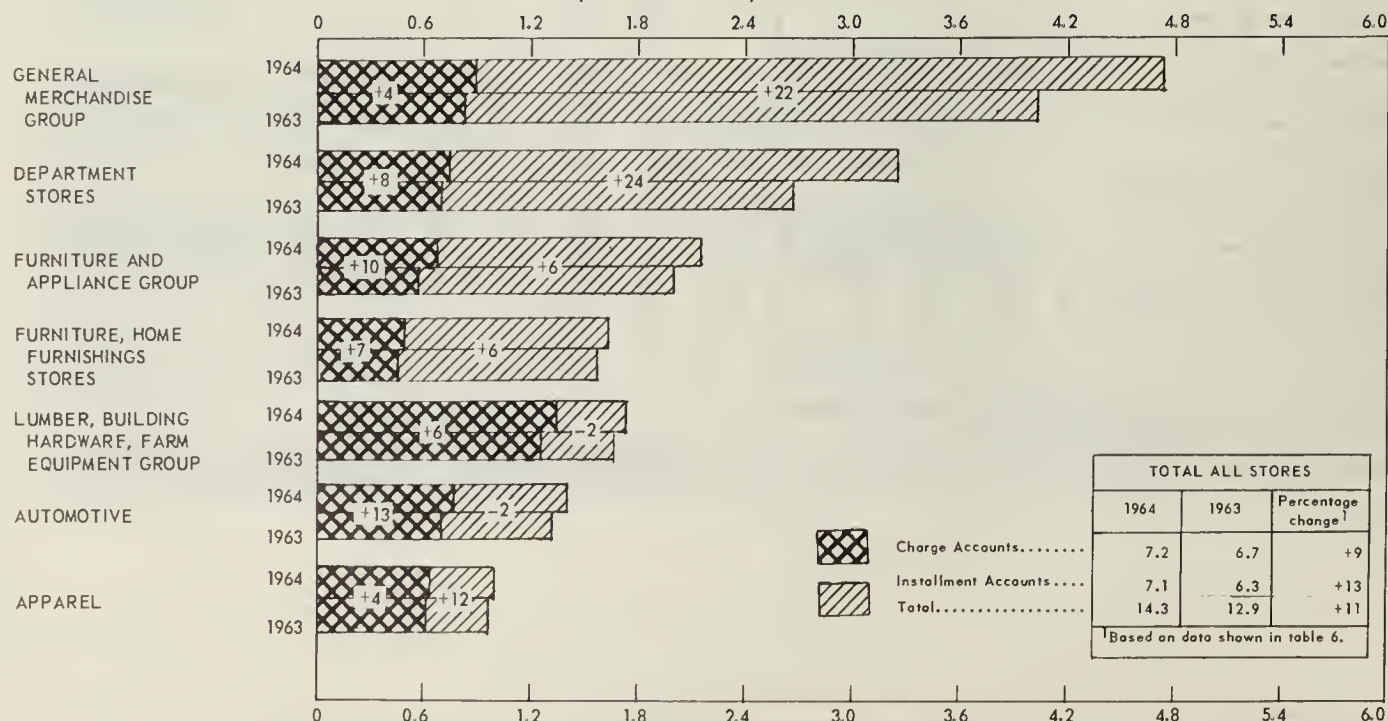
Kind of business	1964				1963										Percentage change, March 1964 from--	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1963	Feb. 1964	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	5,207	5,012	5,076	4,267	4,377	4,468	4,606	4,605	4,789	4,846	4,923	5,072	5,591	+19	+1	
Durable-goods stores, total.....	1,180	1,153	1,152	1,100	1,103	1,112	1,150	1,161	1,218	1,211	1,172	1,186	1,222	+5	0	
Nondurable-goods stores, total.....	4,027	3,859	3,924	3,167	3,274	3,356	3,456	3,444	3,571	3,635	3,751	3,886	4,369	+24	+2	
General merchandise group.....	3,587	3,433	3,496	2,778	2,873	2,953	3,058	3,065	3,187	3,255	3,365	3,488	3,904	+26	+2	
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,734	2,177	2,266	2,321	2,401	2,405	2,508	2,552	2,654	2,744	3,095	+26	+2	
Department stores.....	2,524	2,369	2,449	1,949	2,028	2,077	2,149	2,153	2,256	2,280	2,375	2,455	2,779	+26	+3	
Apparel group.....	264	247	250	224	230	224	227	215	215	223	229	235	294	+12	+1	
Furniture and appliance group.....	365	368	375	336	335	332	332	332	329	334	339	349	375	+12	+2	
Tire, battery, accessory dealers.....	270	268	271	257	264	268	299	307	306	301	266	282	288	+5	+1	
CHARGE ACCOUNTS																
United States, total.....	1,055	983	956	870	888	923	928	906	955	957	954	975	1,116	+11	-3	
Durable-goods stores, total.....	309	290	292	271	280	296	315	321	369	363	357	350	331	+8	+1	
Nondurable-goods stores, total.....	746	693	664	599	608	627	613	585	586	594	597	625	785	+11	-4	
General merchandise group.....	457	411	380	341	341	359	352	330	338	350	346	368	489	+11	-8	
Department stores and dry goods, general merchandise stores.....	413	371	342	306	306	323	310	289	295	306	306	329	449	+12	-8	
Department stores.....	383	344	315	278	278	296	284	266	274	283	284	302	418	+13	-8	
Apparel group.....	125	116	118	103	108	105	106	107	99	105	108	107	138	+15	+2	
Furniture and appliance group.....	41	44	46	41	40	37	39	37	37	37	39	40	43	+12	+5	
INSTALLMENT ACCOUNTS																
United States, total.....	4,152	4,029	4,120	3,397	3,489	3,545	3,678	3,699	3,834	3,889	3,969	4,097	4,475	+21	+2	
Durable-goods stores, total.....	871	863	860	829	823	816	835	840	849	848	815	836	891	+4	0	
Nondurable-goods stores, total.....	3,281	3,166	3,260	2,568	2,666	2,729	2,843	2,859	2,985	3,041	3,154	3,261	3,584	+27	+3	
General merchandise group.....	3,130	3,022	3,116	2,437	2,532	2,594	2,706	2,735	2,849	2,905	3,019	3,120	3,415	+28	+3	
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,392	1,871	1,960	1,998	2,091	2,116	2,213	2,246	2,348	2,415	2,646	+28	+4	
Department stores.....	2,141	2,025	2,134	1,671	1,750	1,781	1,865	1,887	1,982	1,997	2,091	2,153	2,361	+28	+5	
Apparel group.....	139	131	132	121	122	119	121	108	116	118	121	128	156	+9	+1	
Furniture and appliance group.....	324	324	329	295	295	295	293	295	292	297	300	309	332	+12	+2	

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--MARCH 1964 AND MARCH 1963

(Billions of dollars)



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

¹ Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	96.0	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	95.9	92.5	110.3	101.9	107.4
Nondurable-goods stores, total..	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.3	104.1	103.4	10.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.5
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	86.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	93.8	104.0	89.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	90.0	100.9	89.1	83.9	98.7	106.7	104.3	178.4	135.0
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores	86.2	81.6	89.4	93.0	102.2	98.0	98.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.1
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	NA	NA	NA	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	NA	NA	NA	NA	NA
Tire, battery, accessory dealers..	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	\bar{I}/\bar{C}	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.77	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNIT
GOVERNMENT
DIVISION OF
WASHINGTON

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS

FIRST CLASS MAIL

381
In 33/202
up

Comm

Current Retail Trade Reports



For release
May 20, 1964

BR-64-3-Supp.

Retail Sales: March 1964

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

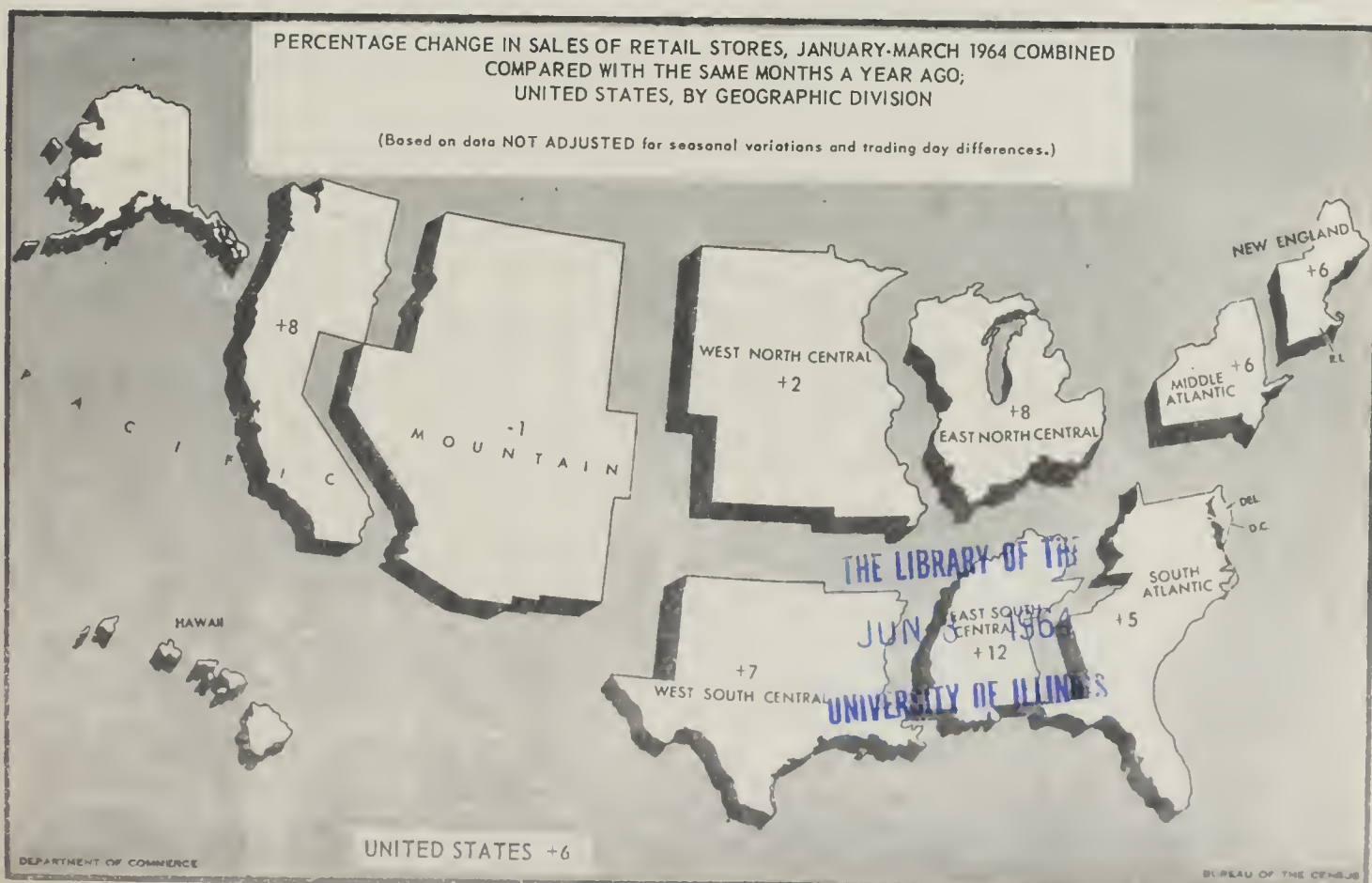


Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: MARCH 1963 TO MARCH 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964				1963										Percentage change		
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1964 from--	Mar. 1964 from--		
														Jan.-Mar. 1963	Mar. 1963	Feb. 1964	
UNITED STATES, TOTAL.....	19,154	18,758	20,584	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	+6	+5	+10	
Durable-goods stores, total...	6,031	6,122	6,779	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	+8	+6	+11	
Nondurable-goods stores, total	13,123	12,636	13,805	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	+6	+4	+9	
Food group.....	5,018	4,849	4,934	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	+4	-1	+2	
Grocery stores.....	4,558	4,395	4,454	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	+4	-2	+1	
Eating and drinking places.....	1,436	1,347	1,435	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	+5	+1	+7	
GAF ² , total.....	3,803	3,724	4,556	3,994	4,421	4,375	4,326	4,083	4,603	4,416	4,703	5,113	7,904	+12	+14	+22	
General merchandise group.....	1,872	1,875	2,317	2,075	2,299	2,278	2,266	2,708	2,444	2,275	2,417	2,728	4,399	+11	+12	+24	
Department stores.....	1,094	1,069	1,341	1,205	1,323	1,325	1,340	1,212	1,408	1,340	1,408	1,590	2,625	+12	+11	+25	
Apparel group.....	1,026	939	1,284	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	+12	+19	+37	
Furniture and appliance group...	905	910	955	838	854	934	933	965	992	980	1,095	1,077	1,333	+13	+14	+5	
Lumber, bldg.,hdwe.,farm equip.grp	936	956	1,139	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	+3	+1	+19	
Automotive group.....	3,677	3,708	4,106	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	+7	+5	+11	
Gasoline service stations.....	1,566	1,495	1,608	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	+4	+4	+8	
Drug and proprietary stores.....	671	656	680	667	652	676	664	660	680	647	667	666	906	+3	+2	+4	
THE NORTHEASTERN STATES, TOTAL...	4,933	4,766	5,323	5,018	5,274	5,494	5,287	5,213	5,262	4,837	5,390	5,492	6,595	+6	+6	+12	
Durable-goods stores, total...	1,356	1,348	1,559	1,454	1,672	1,760	1,632	1,598	1,458	1,257	1,679	1,595	1,685	+7	+7	+16	
Nondurable-goods stores, total	3,577	3,418	3,764	3,564	3,602	3,734	3,655	3,615	3,804	3,580	3,711	3,897	4,910	+6	+6	+10	
Food group.....	1,435	1,373	1,423	1,394	1,310	1,422	1,381	1,434	1,482	1,318	1,367	1,426	1,459	+6	+2	+4	
Grocery stores.....	1,208	1,152	1,173	1,173	1,092	1,189	1,153	1,167	1,243	1,094	1,142	1,196	1,205	+6	0	+2	
Eating and drinking places.....	423	398	429	425	439	477	493	507	524	472	485	454	467	+3	+1	+8	
GAF ² , total.....	1,036	998	1,240	1,085	1,222	1,220	1,213	1,099	1,217	1,210	1,280	1,413	2,208	+11	+14	+24	
General merchandise group.....	447	435	540	485	549	554	562	503	567	559	588	674	1,106	+11	+11	+24	
Department stores.....	280	263	335	304	347	346	350	295	339	347	358	409	697	+11	+10	+27	
Apparel group.....	340	310	437	361	425	389	390	320	362	388	388	425	700	+12	+21	+41	
Furniture and appliance group...								C						+8	+10	+4	
Lumber, bldg.,hdwe.,farm equip.grp.								C								+12	
Gasoline service stations.....	284	279	301	292	296	304	305	325	322	298	303	300	308	+4	+3	+8	
Drug and proprietary stores.....	153	146	153	150	148	151	152	154	159	152	154	154	203	+2	+2	+5	
THE NORTH CENTRAL STATES, TOTAL...	5,516	5,397	5,876	5,674	6,110	6,294	6,216	6,110	6,237	5,819	6,616	6,510	7,347	+6	+4	+9	
Durable-goods stores, total...	1,713	1,737	1,920	1,844	2,102	2,138	2,150	2,132	1,996	1,899	2,437	2,172	2,121	+8	+4	+11	
Nondurable-goods stores, total	3,803	3,660	3,956	3,830	4,008	4,156	4,066	3,978	4,241	3,920	4,179	4,338	5,226	+5	+3	+8	
Food group.....	1,390	1,360	1,368	1,371	1,303	1,411	1,401	1,368	1,456	1,303	1,379	1,449	1,446	+4	0	+1	
Grocery stores.....	1,276	1,253	1,262	1,268	1,194	1,289	1,281	1,256	1,335	1,193	1,261	1,329	1,319	+4	0	+1	
Eating and drinking places.....	436	398	420	415	435	473	480	491	507	463	475	450	452	+7	+1	+6	
GAF ² , total.....	1,091	1,064	1,292	1,150	1,287	1,264	1,263	1,191	1,357	1,324	1,402	1,548	2,309	+13	+12	+21	
General merchandise group.....	585	590	731	648	731	717	717	655	777	735	771	887	1,386	+14	+13	+24	
Department stores.....	342	337	417	377	421	425	407	384	455	436	449	512	832	+13	+11	+24	
Apparel group.....	259	230	296	277	320	298	286	257	298	289	298	351	553	+8	+7	+29	
Furniture and appliance group...	247	244	265	225	236	249	260	279	282	300	333	310	370	+18	+18	+9	
Lumber, bldg.,hdwe.,farm equip.grp.	350	348	408	385	496	519	535	535	555	584	622	536	467	+12	+6	+17	
Automotive group.....	977	1,000	1,098	1,103	1,244	1,217	1,206	1,177	1,013	846	1,315	1,197	1,030	+4	0	+10	
Gasoline service stations.....	501	479	509	489	511	526	531	541	547	505	542	529	570	+1	+4	+6	
Drug and proprietary stores.....	205	197	203	202	192	199	193	198	203	199	206	209	278	+3	0	+3	
THE SOUTH, TOTAL.....	5,190	5,171	5,723	5,398	5,544	5,691	5,523	5,443	5,663	5,102	5,668	5,640	6,575	+7	+6	+11	
Durable-goods stores, total...	1,767	1,860	2,090	1,878	1,971	2,038	1,972	1,911	1,845	1,692	2,056	1,907	1,999	+10	+11	+12	
Nondurable-goods stores, total	3,423	3,311	3,633	3,520	3,573	3,653	3,551	3,532	3,818	3,410	3,612	3,733	4,576	+6	+3	+10	
Food group.....	1,308	1,255	1,263	1,311	1,235	1,347	1,316	1,325	1,428	1,232	1,307	1,364	1,357	+4	-4	+1	
Grocery stores.....	1,247	1,196	1,206	1,254	1,173	1,280	1,251	1,259	1,360	1,177	1,247	1,306	1,290	+4	-4	+1	
Eating and drinking places.....	306	292	313	307	316	329	329	344	351	309	316	308	319	+6	+2	+7	
GAF ² , total.....	986	984	1,247	1,073	1,176	1,139	1,109	1,065	1,226	1,122	1,195	1,277	2,007	+12	+16	+27	
General merchandise group.....	491	500	631	568	613	593	579	548	642	556	617	676	1,104	+10	+11	+26	
Department stores.....	241	238	312	289	293	290	287	270	316	285	308	346	564	+8	+8	+31	
Apparel group.....	272	258	375	290	347	305	284	277	333	310	327	349	586	+17	+29	+45	
Furniture and appliance group...	223	226	241	215	216	241	246	240	251	246	251	252	317	+10	+29	+7	
Lumber, bldg.,hdwe.,farm equip.grp.	250	266	341	333	387	388	350	365	361	340	371	332	283	-1	+2	c	
Automotive group.....	1,160	1,217	1,351	1,208	1,244	1,256	1,224	1,169	1,085	955	1,295	1,169	1,140	+11	+12	+11	
Gasoline service stations.....	471	449	480	455	459	474	480	497	514	469	473	466	490	+7	+5	+7	
Drug and proprietary stores.....	181	180	183	184	181	187	182	175	179	167	172	173	229	+1	-1	+2	
THE WEST, TOTAL.....	3,515	3,424	3,662	3,563	3,590	3,749	3,711	3,774	3,856	3,509	3,854	3,852	4,587	+6	+3	+7	
Durable-goods stores, total...	1,195	1,177	1,210	1,207	1,237	1,303	1,290	1,335	1,257	1,151	1,427	1,311	1,403	+7	0	+3	
Nondurable-goods stores, total	2,320	2,247	2,452	2,356	2,353	2,446	2,421	2,439	2,599	2,358	2,427	2,541	3,184	+5	+4	+9	
Food group.....	885	861	880	900	829	886	859	876	952	831	857	914	932	+2	-2	+2	
Grocery stores.....	827	794	813	836	764	820	798	820	890	774	799	858	865	+2	-3	+2	
Eating and drinking places.....	271	259	273	274	273	283	290	304	316	282	280	274	295	+4	0	+5	
GAF ² , total.....	690	678	777	686	736	752	741	728	803	760	826	875	1,380	+12	+13	+15	
General merchandise group.....	349	350	415	374	406	414	408	402	458	415	441	491	803	+9	+11	+19	
Department stores.....								C						+18	+18	+20	
Apparel group.....	155	141	176	153	176	171	167	156	174	174	178	183	333	+12	+15	+25	
Furniture and appliance group...								C						+19	+17	c	
Gasoline service stations.....								C						+5	+4	+10	
Drug and proprietary stores.....								C						+5	+8	+6	

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: MARCH 1963 TO MARCH 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964			1963										Percentage change		
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1964 from-- Jan.-Mar. 1963	March 1964 from--	
															March 1963	Feb. 1964
New England Division, total.....	1,238	1,162	1,290	1,196	1,278	1,348	1,311	1,311	1,325	1,170	1,289	1,336	1,662	+6	+8	+11
Durable-goods stores.....	376	357	427	355	438	472	449	423	392	318	412	401	469	+15	+20	+20
Nondurable-goods stores.....	862	805	863	841	840	876	862	888	933	852	877	935	1,193	+2	+3	+7
Food group.....	340	317	319	337	315	345	338	368	370	317	321	342	347	0	-5	+1
GAF ² , total.....	230	218	270	231	270	272	270	240	282	256	266	313	505	+10	+17	+24
General merchandise group.....							C							-1	+1	+26
Middle Atlantic Division, total....	3,695	3,604	4,033	3,822	3,996	4,146	3,976	3,902	3,937	3,667	4,101	4,156	4,933	+6	+6	+12
Durable-goods stores.....	980	991	1,132	1,099	1,234	1,288	1,183	1,175	1,066	939	1,267	1,194	1,216	+4	+3	+14
Nondurable-goods stores.....	2,715	2,613	2,901	2,723	2,762	2,858	2,793	2,727	2,871	2,728	2,834	2,962	3,717	+7	+7	+11
GAF ² , total.....	806	780	970	854	952	948	943	859	935	954	1,014	1,100	1,703	+11	+14	+24
General merchandise group.....	357	351	434	380	426	431	436	390	432	440	465	528	861	+14	+14	+24
East North Central Division, total.	3,931	3,886	4,269	4,013	4,302	4,427	4,366	4,289	4,401	4,095	4,657	4,619	5,283	+8	+6	+10
Durable-goods stores.....	1,179	1,210	1,369	1,255	1,451	1,470	1,478	1,474	1,365	1,283	1,676	1,473	1,472	+11	+9	+13
Nondurable-goods stores.....	2,752	2,676	2,900	2,758	2,851	2,957	2,888	2,815	3,036	2,812	2,981	3,146	3,811	+6	+5	+8
Food group.....	1,044	1,039	1,042	1,024	968	1,049	1,035	1,007	1,080	964	1,017	1,081	1,085	+6	+2	0
GAF ² , total.....	801	785	962	834	932	920	919	866	998	970	1,027	1,149	1,717	+15	+15	+23
General merchandise group.....	427	433	544	463	517	515	516	469	562	535	563	661	1,024	+17	+17	+26
West North Central Division, total.	1,585	1,511	1,607	1,661	1,808	1,867	1,850	1,821	1,836	1,724	1,959	1,891	2,064	+2	-3	+6
Durable-goods stores.....	534	527	551	589	651	668	672	658	631	616	761	699	649	+2	-6	+5
Nondurable-goods stores.....	1,051	984	1,056	1,072	1,157	1,199	1,178	1,163	1,205	1,108	1,198	1,192	1,415	+2	-1	+7
Food group.....	346	321	326	347	335	362	366	361	376	339	362	368	361	-1	-6	+2
GAF ² , total.....	290	279	330	316	355	344	344	325	359	354	375	399	592	+7	+4	+18
General merchandise group.....	158	157	187	185	214	202	201	186	215	200	208	226	362	+5	+1	+19
South Atlantic Division, total.....	2,523	2,505	2,768	2,646	2,734	2,776	2,700	2,637	2,749	2,438	2,740	2,775	3,273	+5	+5	+10
Durable-goods stores.....	821	861	972	888	950	967	936	908	860	780	975	914	942	+8	+9	+13
Nondurable-goods stores.....	1,702	1,644	1,796	1,758	1,784	1,809	1,764	1,729	1,889	1,658	1,765	1,861	2,331	+4	+2	+9
GAF ² , total.....	490	502	643	557	597	565	563	531	615	571	596	651	1,037	+9	+15	+28
General merchandise group.....	250	257	326	307	322	306	302	281	332	291	315	351	579	+5	+6	+27
East South Central Division, total.	963	982	1,116	992	1,039	1,061	1,019	994	1,055	983	1,093	1,075	1,248	+12	+13	+14
Nondurable-goods stores.....	628	614	681	648	670	694	648	651	707	658	698	713	856	+8	+5	+11
Food group.....							C							+5	-2	+1
GAF ² , total.....	185	185	238	204	228	224	209	201	234	219	236	246	378	+16	+17	+29
General merchandise group.....	97	97	123	109	121	117	112	108	123	115	126	135	216	+16	+13	+27
West South Central Division, total.	1,704	1,684	1,839	1,760	1,771	1,854	1,804	1,812	1,859	1,681	1,835	1,790	2,054	+7	+4	+9
Durable-goods stores.....							C							+7	+4	+8
Nondurable-goods stores.....	1,093	1,053	1,156	1,114	1,119	1,150	1,139	1,152	1,222	1,094	1,149	1,159	1,389	+7	+4	+10
Food group.....							C							+1	-5	+1
GAF ² , total.....	311	297	366	312	351	350	337	333	378	332	363	380	592	+15	+17	+23
General merchandise group.....	144	146	182	152	170	170	165	159	187	160	176	190	309	+18	+20	+25
Mountain Division, total.....	765	711	758	833	850	877	878	944	936	839	912	902	1,010	-1	-9	+7
Nondurable-goods stores.....	511	484	527	566	568	581	578	596	625	555	550	566	692	-1	-7	+9
Food group.....							C							+1	-6	+2
GAF ² , total.....	133	129	150	133	147	153	145	147	162	148	160	167	270	+13	+13	+16
General merchandise group.....	66	66	80	72	84	88	81	80	93	76	82	91	155	+10	+11	+21
Pacific Division, total.....	2,750	2,713	2,904	2,730	2,740	2,872	2,833	2,830	2,920	2,670	2,942	2,950	3,577	+8	+6	+7
Durable-goods stores.....	941	950	979	940	955	1,007	990	987	946	867	1,065	975	1,085	+9	+4	+3
Nondurable-goods stores.....	1,809	1,763	1,925	1,790	1,785	1,865	1,843	1,843	1,974	1,803	1,877	1,975	2,492	+7	+8	+9
Food group.....	684	666	682	690	636	693	658	673	733	634	655	702	719	+3	-1	+2
GAF ² , total.....	557	549	627	553	589	599	596	581	641	612	666	708	1,110	+12	+13	+14

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups: these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: MARCH 1963 TO MARCH 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964			1963										Percentage change		
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1964 from-- Jan.-Mar. 1963	March 1964 from--	
															Mar. 1963	Feb. 1964
California.....	2,154	2,109	2,213	2,111	2,113	2,204	2,156	2,140	2,192	2,011	2,248	2,277	2,783	+8	+5	+5
Illinois.....	1,143	1,131	1,248	1,203	1,275	1,290	1,235	1,193	1,234	1,172	1,332	1,386	1,602	+6	+4	+10
Massachusetts.....	586	561	638	595	624	662	636	606	607	549	607	631	778	+3	+7	+14
Michigan.....	853	823	891	846	909	947	936	945	953	859	981	973	1,109	+7	+5	+8
New Jersey.....	697	699	828	744	770	780	752	749	735	675	780	782	920	+9	+11	+18
New York.....	1,910	1,839	2,025	1,921	1,996	2,075	1,992	1,940	1,997	1,892	2,081	2,110	2,493	+6	+5	+10
Ohio.....	986	977	1,082	1,006	1,072	1,100	1,087	1,088	1,135	1,074	1,212	1,182	1,340	+9	+8	+11
Pennsylvania.....	1,088	1,066	1,180	1,157	1,230	1,291	1,232	1,213	1,205	1,100	1,240	1,264	1,520	+5	+2	+11
Texas.....	1,010	1,021	1,107	1,084	1,097	1,149	1,104	1,088	1,130	1,013	1,107	1,074	1,228	+5	+2	+8

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: MARCH 1963 TO MARCH 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964			1963										Percentage change		
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1964 from-- Jan.-Mar. 1963	March 1964 from--	
															Mar. 1963	Feb. 1964
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	812	802	882	878	915	913	884	837	869	818	928	963	1,145	+5	0	+10
GAF ³							C							+10	+9	+27
New York-Northeastern N. J., total.....	1,708	1,666	1,841	1,768	1,813	1,864	1,778	1,693	1,693	1,635	1,838	1,869	2,216	+5	+4	+11
GAF ³	412	395	479	424	463	457	461	413	445	484	505	537	813	+11	+13	+21
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	758	742	825	808	843	841	810	765	797	753	847	894	1,071	+7	+2	+11
GAF ³							C							+10	+9	+27
Detroit, Mich., total.....							C							+9	+5	+6
GAF ³							C							+28	+24	+15
Los Angeles, Calif., total.....	1,018	963	1,007	947	945	978	953	965	989	918	1,039	1,064	1,337	+10	+6	+5
GAF ³							C							+17	+15	+12
New York, N. Y., total.....	1,229	1,195	1,312	1,240	1,270	1,312	1,250	1,204	1,220	1,191	1,312	1,345	1,603	+6	+6	+10
GAF ³							C							+11	+15	+20
Philadelphia, Pa., total.....							C							+13	+15	+20
GAF ³							C							+14	+12	+24

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent

B = 3.6 to 7.0 percent

C = 7.1 to 10.5 percent

a = 0 to 1.5 percent

b = 1.6 to 3.0 percent

c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group...	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	b	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	CAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL
AREA: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD
METROPOLITAN STATISTICAL AREA: Lake, Porter
counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL
AREA: New York City and Nassau, Rockland, Suffolk,
and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATIS-
TICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL
AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOL-
ITAN STATISTICAL AREA: Bergen and Passaic
counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties,
Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and
Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland,
Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware,
Montgomery, and Philadelphia counties, Pa.;
Burlington, Camden, and Gloucester counties,
N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402
—
OFFICIAL BUSINESS
FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii



For release
June 10, 1964

BR-64-4

Retail Sales and End-of-Month Accounts Receivable: APRIL 1964

SALES

Total sales of all retail stores in the United States during April 1964 were estimated at \$21.2 billion, 3 percent higher than both March 1964 and April 1963. After adjustment for seasonal variations and trading day differences, but not for price changes, April 1964 sales amounted to \$21.4 billion, 1 percent higher than the previous month and 6 percent higher than April 1963. Adjusted sales of durable-goods stores in April 1964 increased 1 percent from March 1964 and 6 percent from April 1963. Adjusted sales of nondurable-goods stores in April 1964 were virtually unchanged from the previous month but 5 percent above the April 1963 level.

Based on adjusted data, the increase since March 1964 in sales of durable-goods stores reflected increases in the automotive group (+3%), and furniture and appliance group (+1%). Sales for the lumber, building, hardware, farm equipment group were down (-2%). In the nondurable-goods stores category, month-to-month increases were reported by the apparel group (+4%) and general merchandise group (+2%) while the food group decreased (-1%) and eating and drinking places remained virtually unchanged.

In the durable-goods stores category, a comparison of adjusted sales for April 1964 with those for the same month a year ago, shows that the furniture and appliance group was up (+17%) and the automotive group ahead (+5%), while the lumber, building, hardware, farm equipment group decreased (-3%). In the nondurable-goods stores category, all major kinds-of-business groups reported year-to-year increases with the general merchandise group gaining (+10%), apparel group (+9%), food group (+5%), and eating and drinking places (+4%).

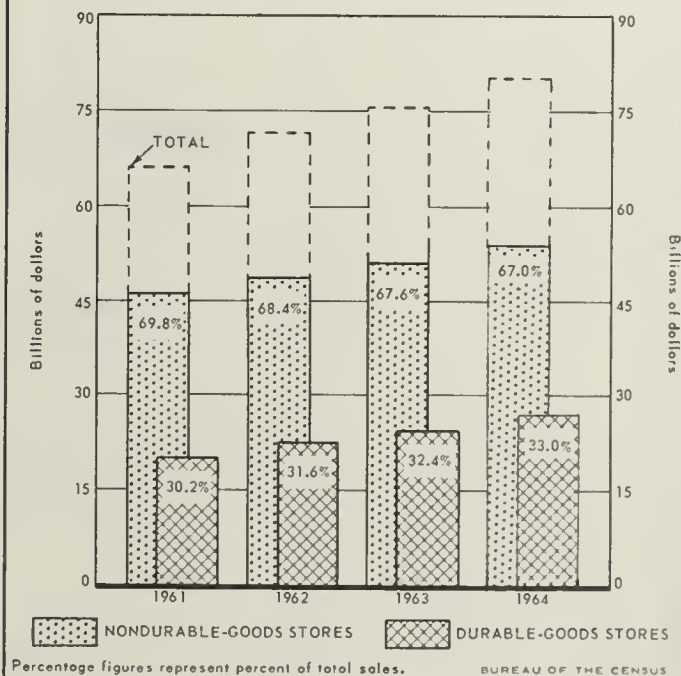
Unadjusted cumulative sales of all retail stores for the first four months of 1964 amounted to \$79.6 billion, 5 percent above the first four months of 1963. On an adjusted basis, the largest cumulative sales increases were reported by the furniture and appliance group (+13%), general merchandise group (+8%), eating and drinking places (+6%), and the automotive group and apparel group with +5% each.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$14.3 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES— FIRST FOUR MONTHS-1961 THROUGH 1964

(Not adjusted for seasonal variations or trading day differences)



by customers as of April 30, 1964. This amount was 7 percent more than \$13.4 reported as of April 30, 1963, and approximately 1 percent lower than the March 1964 figure. The increase in total credit balances from the April 1963 level, based on data not adjusted for seasonal variations, reflected an 8 percent increase in installment account balances and a 6 percent increase in charge account balances. Compared with March 1964, charge accounts increased 3 percent but installment accounts decreased 4 percent.

Total receivable balances of durable-goods stores as of April 30, 1964 were 1 percent higher than balances for the previous month and increased 4 percent above those outstanding at the end of April 30, 1963. Nondurable-goods stores reported a 2 percent decrease in total credit outstanding from the March 31, 1964 total, but a 9 percent increase over the total for the end of April 1963.

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES, 1955-1964

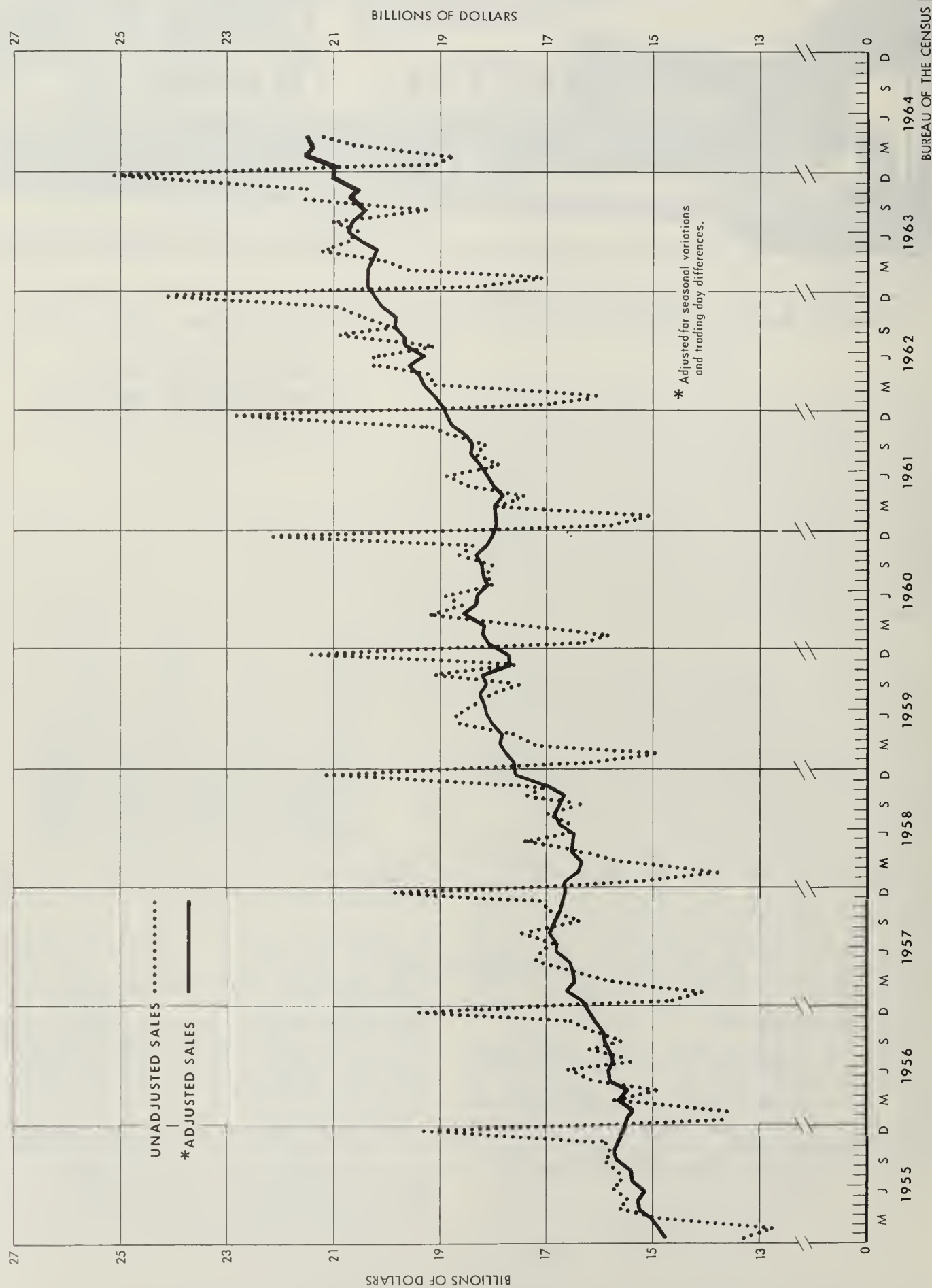


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1964

(Millions of dollars)

Kind of business	1964				1963								Total 4 months	
	Jan.	Feb.	Mar.	Apr. ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	19,154	18,758	20,540	21,183	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	79,635
Durable-goods stores, total.....	6,031	6,122	6,741	7,361	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	26,255
Nondurable-goods stores, total.....	13,123	12,636	13,799	13,822	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	53,380
Food group.....	5,018	4,849	4,929	4,928	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	19,724
Grocery stores.....	4,558	4,395	4,444	4,433	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	17,830
Meat markets.....	133	125	129	125	123	132	124	131	132	118	123	124	133	512
Bakery products stores.....	93	89	95	95	90	90	90	86	93	91	95	97	104	372
Eating and drinking places.....	1,436	1,386	1,485	1,534	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	5,841
Eating places.....	990	964	1,045	1,085	1,027	1,098	1,127	1,159	1,202	1,070	1,083	1,028	1,054	4,084
Restaurants, cafeterias, lunchrooms.....	831	811	869	891	839	882	896	925	972	870	892	855	883	3,402
Drinking places.....	446	422	440	449	436	464	465	487	496	456	473	458	479	1,757
General merchandise group.....	1,872	1,875	2,303	2,322	2,299	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,399	8,372
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,638	1,676	1,644	1,646	1,656	1,512	1,757	1,646	1,734	1,956	3,165	5,978
Department stores.....	1,094	1,069	1,336	1,363	1,323	1,325	1,340	1,212	1,408	1,340	1,404	1,590	2,625	4,862
Variety stores.....	289	313	389	365	384	361	357	341	390	354	378	414	793	1,356
Mail order houses (department store merchandise).....	140	146	178	179	163	160	141	148	183	172	197	248	307	643
Apparel group.....	1,026	1,027	1,283	1,140	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	4,376
Men's, boys' wear stores ²	208	176	206	202	224	218	239	200	209	203	218	254	471	792
Men's, boys' clothing, furnishings stores.....	202	171	200	195	216	211	233	194	203	197	210	246	462	768
Women's apparel, accessory stores ³	407	375	502	467	482	460	421	390	446	448	472	509	834	1,751
Women's ready-to-wear stores.....	347	327	440	410	424	402	372	342	394	399	418	446	727	1,524
Family clothing stores.....	187	178	247	218	247	229	224	196	238	231	247	282	472	830
Shoe stores.....	177	156	266	210	259	210	202	179	212	214	197	202	295	809
Furniture and appliance group.....	905	920	973	1,011	854	934	933	965	992	980	1,095	1,077	1,333	3,809
Furniture, home furnishings stores.....	584	600	638	666	574	612	599	608	651	647	719	703	790	2,488
Furniture stores.....	421	425	443	480	404	448	443	455	496	476	517	509	591	1,769
Household appliances, TV, radio stores.....	321	320	335	345	280	322	334	357	341	333	376	374	543	1,321
Household appliance dealers.....	228	229	241	247	206	240	252	271	256	247	273	270	393	945
Lumber, building, hardware, farm equipment group.....	936	956	1,134	1,342	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	4,368
Lumber yards, building materials dealers ⁴	536	542	616	714	748	828	819	876	911	842	897	771	608	2,408
Lumber yards.....	355	366	403	474	498	551	555	600	632	582	608	515	396	1,598
Hardware stores.....	176	167	182	218	229	240	231	224	227	213	222	231	308	743
Automotive group.....	3,677	3,684	4,058	4,446	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	15,865
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,210	4,033	4,060	3,865	3,746	3,288	2,779	4,148	3,712	3,377	15,050
Passenger car dealers ⁵	3,404	3,412	3,734	4,079	3,871	3,905	3,715	3,608	3,151	2,677	4,042	3,613	3,291	14,629
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,767	3,546	3,570	3,404	3,313	2,883	2,402	3,745	3,330	3,054	13,440
Tire, battery, accessory dealers.....	189	179	211	236	229	241	261	257	241	211	239	237	313	815
Gasoline service stations.....	1,566	1,480	1,585	1,631	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	6,262
Drug and proprietary stores.....	671	656	680	657	652	676	664	660	680	647	667	666	906	2,664
Drug stores.....	652	636	657	634	632	655	640	636	655	622	643	643	871	2,579
Liquor stores.....	433	427	434	434	429	458	450	474	489	437	466	510	724	1,728
Data ADJUSTED for seasonal variations and trading day differences														
United States, total.....	21,000	21,533	21,263	21,399	20,276	20,200	20,486	20,719	20,666	20,426	20,716	20,558	21,019	85,195
Durable-goods stores, total.....	6,855	7,262	6,939	7,014	6,646	6,512	6,630	6,773	6,562	6,606	6,941	6,734	6,831	28,077
Nondurable-goods stores, total.....	14,145	14,271	14,324	14,385	13,630	13,688	13,856	13,946	14,104	13,820	13,775	13,824	14,188	57,118
Food group.....	5,031	4,991	5,152	5,097	4,864	4,890	4,923	5,030	4,996	4,897	4,943	4,973	4,991	19,537
Grocery stores.....	4,548	4,513	4,645	4,595	4,400	4,414	4,456	4,540	4,527	4,441	4,484	4,512	4,523	18,301
Eating and drinking places.....	1,580	1,593	1,584	1,586	1,518	1,504	1,511	1,497	1,519	1,470	1,530	1,506	1,528	6,343
General merchandise group.....	2,481	2,592	2,489	2,529	2,301	2,322	2,409	2,415	2,475	2,390	2,303	2,355	2,474	10,091
Department stores.....	1,464	1,538	1,467	1,464	1,330	1,353	1,414	1,403	1,452	1,386	1,321	1,355	1,457	5,933
Variety stores.....	410	408	404	427	377	380	389	385	387	386	390	381	397	1,649
Mail order houses (department store mchse.).....	181	197	188	192	171	163	174	185	189	181	173	183	184	758
Apparel group.....	1,250	1,291	1,228	1,272	1,166	1,156	1,179	1,214	1,259	1,204	1,150	1,186	1,250	5,741
Men's, boys' wear stores ²	231	246	233	239	233	221	222	239	247	238	217	224	239	949
Women's apparel, accessory stores ³	497	505	477	508	443	447	471	475	480	465	451	463	482	1,987
Shoe stores.....	220	214	226	218	203	203	199	202	209	198	196	205	222	848
Furniture and appliance group.....	1,019	1,073	1,088	1,104	945	938	935	979	939	985	1,028	986	1,021	4,284
Furniture, home furnishings stores.....	671	707	711	705	617	598	611	613	611	648	666	640	637	2,794
Household appliance, TV, radio stores.....	348	366	377	399	328	340	324	366	328	337	362	346	384	1,490
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,254	1,290	1,238	1,263	1,262	1,299	1,318	1,350	1,381	1,289	5,148
Lumber yards, building materials dealers ⁴	730	779	727	700	736	738	750	746	771	761	764	754	716	2,944
Hardware stores.....	219	228	209	206	221	202	212	212	221	214	222	240	236	887
Automotive group.....	3,951	4,162	3,894	4,020	3,824	3,740	3,843	3,940	3,733	3,717	3,980	3,791	3,935	16,221
Passenger car, other automotive dealers.....	3,711	3,925	3,646	3,784	3,602	3,515	3,607	3,707	3,512	3,495	3,748	3,556	3,685	15,466
Tire, battery, accessory dealers.....	240	237	248	236	222	225	236	231	221	222	232	235	250	941
Gasoline service stations.....	1,638	1,641	1,629	1,688	1,594	1,581	1,584	1,602	1,612	1,605	1,618	1,638	1,681	6,594
Drug and proprietary stores.....	694	666	702	681	677	678	674	674	685	688	683	677	694	2,743
Liquor stores.....	471	482	491	473	471	469	475	471	476	466	478	473	483	1,917

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table B, page 9.

^r Revised.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	April 1964 from--		4 mos. 1964 from 4 mos. 1963		April 1964 from--		4 mos. 1964 from 4 mos. 1963
	April 1963	March 1964			April 1963	March 1964	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+3	+3	+5	Furniture and appliance group.....	+18	+4	+15
Durable-goods stores, total.....	+5	+9	+7	Furniture stores.....	+19	+8	+16
Nondurable-goods stores, total.....	+2	0	+5	Floor coverings stores*.....	+15	-5	+28
Food group.....	+5	0	+5	Household appliance, TV, radio stores.....	+23	+3	+13
Grocery stores.....	+5	0	+4	Household appliance stores.....	+20	+2	+11
Meat markets.....	+2	-3	+4	TV, radio stores*.....	+32	+4	+16
Fruit stores, vegetable markets*.....	+6	+9	+14	Lumber, building, hardware, farm equipment group.....	-1	+18	+2
Candy, nut, confectionery stores*.....	-12	-10	-2	Lumber, building materials dealers.....	-5	+16	+2
Bakery products stores.....	+6	0	+4	Lumber yards.....	-5	+18	+2
Delicatessen stores*.....	+14	0	+3	Paint, glass, wallpaper stores*.....	+2	+8	+7
Eating and drinking places.....	+5	+3	+6	Heating and plumbing equipment dealers*.....	-8	+6	+3
Eating places.....	+6	+4	+7	Hardware stores.....	-5	+20	-1
Restaurants, cafeterias, lunchrooms.....	+6	+3	+7	Farm equipment dealers*.....	+7	+22	+3
Drinking places.....	+3	+2	+4	Automotive group.....	+4	+10	+6
General merchandise group.....	+1	+1	+8	Passenger car dealers.....	+5	+9	+7
Department stores and dry goods, general merchandise stores.....	+2	+2	+8	Passenger car dealers (franchised).....	+6	+10	+8
Department stores.....	+3	+2	+10	Tire, battery, accessory dealers.....	+3	+12	+7
Variety stores.....	-5	-6	+10	Gasoline service stations.....	+4	+3	+4
Mail order houses (department store merchandise).....	+10	+1	+11	Fuel fuel oil dealers*.....	+5	-24	-4
Apparel group.....	-10	-11	+6	Fuel dealers, except fuel oil*.....	-2	-24	-6
Men's, boys' clothing, furnishings stores.....	-10	-2	+3	Fuel oil dealers*.....	+9	-24	-2
Men's, boys' clothing stores*.....	-10	-2	+4	Drug and proprietary stores.....	+1	-3	+2
Men's, boys' furnishings stores*.....	-8	+3	+4	Drug stores.....	0	-4	+2
Women's ready-to-wear stores.....	-3	-7	+7	Liquor stores.....	+1	0	+5
Family clothing stores.....	-12	-12	+3	Jewelry stores*.....	-3	-16	+4
Women's apparel, accessory, specialty stores*..	-4	-8	+10	Florists*.....	-16	-9	+7
Shoe stores.....	-19	-21	+5	Book stores*.....	+67	+4	+39
				Stationery stores*.....	+4	-4	+1
				Music stores*.....	+15	-13	+14
				Camera, photographic supply stores*.....	-8	0	+3
				Optical goods stores*.....	+21	0	+17
				Typewriter stores*.....	-7	-7	-5

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+6	+1	+5	Furniture and appliance group.....	+17	+1	+13
Durable-goods stores, total.....	+6	+1	+6	Furniture, home furnishings stores.....	+14	-1	+15
Nondurable-goods stores, total.....	+5	0	+4	Household appliance, TV, radio stores.....	+22	+6	+11
Food group.....	+5	-1	+4	Lumber, building, hardware, farm equipment group.....	-3	-2	0
Grocery stores.....	+4	-1	+3	Lumber, building materials dealers.....	-5	-4	+1
Eating and drinking places.....	+4	0	+6	Hardware stores.....	-7	-1	-3
General merchandise group.....	+10	+2	+8	Automotive group.....	+5	+3	+5
Department stores.....	+10	0	+9	Passenger car and other automotive dealers....	+5	+4	+5
Variety stores.....	+13	-1	+10	Tire, battery, accessory dealers.....	+6	-5	+7
Mail order houses (department store merchandise).....	+12	+2	+10	Gasoline service stations.....	+6	+4	+2
Apparel group.....	+9	+4	+5	Drug and proprietary stores.....	+1	-3	+1
Men's, boys' wear stores.....	+3	+3	+2	Liquor stores.....	0	-4	+4
Women's apparel, accessory stores.....	+15	+6	+9				
Shoe stores.....	+7	-4	+4				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1964

(Millions of dollars)															
Kind of business	1964						1963							Total 4 months	
	Jan.	Feb.	Mar.	Apr.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,478	4,330	4,859	4,858	4,651	4,849	4,767	4,601	5,107	4,611	4,915	5,364	6,943	18,524	17,123
Durable-goods stores, total.....	310	315	359	390	355	384	385	388	389	365	412	411	501	1,374	1,234
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,296	4,465	4,382	4,213	4,718	4,246	4,503	4,953	6,442	17,150	15,889
Food group.....	2,139	2,035	2,026	2,028	1,920	2,123	2,006	1,974	2,193	1,877	2,018	2,192	2,142	8,228	7,832
Grocery stores ¹	2,086	1,982	1,970	1,975	1,862	2,063	1,950	1,915	2,137	1,825	1,965	2,140	2,081	8,013	7,616
Eating and drinking places.....	102	100	111	111	102	107	108	111	115	107	109	105	107	424	384
General merchandise group.....	1,262	1,246	1,564	1,592	1,504	1,491	1,516	1,415	1,641	1,526	1,615	1,843	2,995	5,663	4,988
Department stores and dry goods, general merchandise stores.....	909	871	1,105	1,148	1,066	1,070	1,106	1,011	1,176	1,105	1,149	1,307	2,113	4,032	3,522
Department stores.....	790	763	968	1,002	929	935	965	879	1,015	961	1,000	1,137	1,850	3,522	3,071
Variety stores.....	216	238	304	281	294	276	276	263	301	272	292	321	611	1,039	930
Apparel group.....	347	228	365	304	353	315	307	263	310	309	311	348	567	1,144	1,070
Men's, boys' wear stores ²	26	22	29	26	29	29	30	25	25	25	30	34	60	103	97
Women's apparel, accessory stores	97	95	147	132	141	135	130	115	138	128	131	152	246	471	432
Women's ready-to-wear stores.....	89	88	135	122	129	124	120	106	128	118	120	141	226	434	398
Shoe stores.....	73	66	119	86	113	90	87	71	84	93	83	83	133	344	334
Furniture and appliance group.....	78	83	96	92	83	91	92	91	98	94	102	108	128	349	311
Tire, battery, accessory dealers.....	75	72	82	96	92	97	103	102	94	83	93	94	132	325	300
Drug and proprietary stores.....	140	138	148	141	134	138	141	138	143	135	138	143	226	567	526
Liquor stores.....	91	93	98	97	93	100	95	99	105	92	102	111	171	379	358

Data ADJUSTED for seasonal variations and trading day differences														
United States, total.....	5,089	5,111	5,126	5,105	4,705	4,730	4,848	4,914	4,983	4,871	4,809	4,922	5,043	18,971
Grocery stores.....	2,041	2,018	2,055	2,030	1,946	1,955	1,964	1,992	2,007	1,970	1,993	2,015	2,017	7,803
Eating and drinking places.....	111	110	112	112	103	104	104	105	107	105	107	105	106	408
General merchandise group.....	1,698	1,743	1,721	1,718	1,503	1,512	1,593	1,604	1,646	1,605	1,523	1,600	1,674	6,096
Department stores.....	1,057	1,090	1,075	1,049	922	939	990	995	1,035	1,000	932	993	1,050	3,742
Variety stores.....	318	318	319	329	287	285	297	295	294	297	298	296	305	1,157
Apparel group.....	336	337	326	343	309	309	311	324	341	316	298	310	326	1,248
Men's, boys' wear stores ²	31	33	29	31	29	29	28	33	33	31	29	27	29	116
Women's apparel, accessory stores.....	139	140	136	151	126	131	136	141	147	132	125	135	137	516
Shoe stores.....	94	90	98	91	89	85	83	82	90	87	84	83	92	367
Tire, battery, accessory dealers.....	99	98	96	96	90	88	93	92	88	89	91	92	99	359
Drug and proprietary stores.....	152	148	157	147	139	143	144	145	150	147	146	144	147	562

¹ Based on weekly sales figures converted to calendar month totals. April 1964 weekly sales (in millions of dollars) were as follows: For week ending April 4 = 475; April 11 = 463; April 18 = 472; April 25 = 458.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: APRIL 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1964				1963									Total 4 months	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
United States, total.....	5,328	5,143	5,773	5,798	5,574	5,776	5,685	5,518	6,094	5,546	5,947	6,411	8,239	22,642	20,536
Food group.....	2,413	2,288	2,273	2,273	2,166	2,385	2,261	2,262	2,497	2,150	2,294	2,477	2,431	9,247	8,847
Grocery stores.....	2,334	2,211	2,190	2,194	2,086	2,302	2,184	2,179	2,417	2,074	2,217	2,401	2,343	8,929	8,549
Eating and drinking places.....	148	139	156	156	148	156	162	164	170	159	166	165	163	599	599
General merchandise group.....	1,372	1,368	1,708	1,730	1,660	1,643	1,649	1,550	1,799	1,672	1,773	2,019	3,275	6,178	5,514
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,272	1,189	1,196	1,237	1,126	1,312	1,231	1,285	1,455	2,349	4,486	3,931
Department stores.....	861	843	1,065	1,095	1,018	1,024	1,058	957	1,105	1,051	1,095	1,244	2,129	3,844	3,369
Drug and proprietary stores.....	165	162	172	163	160	167	169	167	176	165	168	174	266	642	632

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: APRIL 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	April 1964 from--		4 mos. 1964 from 4 mos. 1963		April 1964 from--		4 mos. 1964 from 4 mos. 1963
	April 1963	March 1964			April 1963	March 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+1	-2	+9
				New York City.....	0	-2	+9
Akron, Ohio.....	-1	+1	+9	Newark, N. J.....	0	+7	+2
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Norfolk-Portsmouth, Va.....	0	-1	+9
Asheville, N. C.....	-8	-5	+4	Oklahoma City, Okla.....	-2	-1	+4
Atlanta, Ga.....	-2	-5	+9	Omaha, Nebr.....	+1	+5	+5
Augusta, Ga.....	-3	-8	+8	Peoria, Ill.....	0	+4	+3
				Philadelphia, Pa.....	+3	-5	+7
Baltimore, Md.....	-1	0	+12	Phoenix, Ariz.....	NA	NA	NA
Baton Rouge, La.....	+2	-2	+3	Pittsburgh, Pa.....	0	+8	+7
Binghamton, N. Y.....	-7	-2	-4	Portland, Oreg.....	+1	NA	+5
Birmingham, Ala.....	0	-7	+2	Reading, Pa.....	+9	+3	+10
Boston, Mass.....	-3	-1	+5	Richmond, Va.....	-2	-5	+5
				Rochester, N. Y.....	+2	+3	+8
Buffalo, N. Y.....	0	+5	+7	Sacramento, Calif.....	+13	NA	+17
Canton, Ohio.....	+2	+11	+8	St. Louis, Mo.....	-5	-2	+1
Chattanooga, Tenn.....	+3	-13	+9	Salt Lake City, Utah.....	+2	NA	+4
Chicago, Ill.....	+7	+8	+11	San Antonio, Tex.....	+1	-8	+8
Cincinnati, Ohio.....	+2	+7	+10	San Bernardino, Calif.....	NA	NA	NA
				San Diego, Calif.....	+13	NA	+10
Cleveland, Ohio.....	-1	+5	+9	Savannah, Ga.....	+4	0	+9
Columbus, Ga.....	NA	NA	NA	Seattle, Wash.....	-2	NA	-2
Columbus, Ohio.....	-2	+1	+8	Shreveport, La.....	+2	+5	+4
Corpus Christi, Tex.....	-5	+4	+1	South Bend, Ind.....	-8	+6	+2
Dallas, Tex.....	+3	+1	+10	Spokane, Wash.....	-2	NA	0
				Springfield, Mo.....	-3	+4	+6
Denver, Colo.....	-3	+4	+8	Springfield, Ohio.....	-6	+2	+4
Des Moines, Iowa.....	+5	+9	+8	Syracuse, N. Y.....	-5	+5	+2
Detroit, Mich.....	+7	+4	+14	Tacoma, Wash.....	0	NA	+1
El Paso, Tex.....	0	-2	+8	Tampa-St. Petersburg, Fla.....	0	-8	+8
Erie, Pa.....	+1	-12	+6	Toledo, Ohio.....	-3	+8	+7
Evansville, Ind.....	NA	NA	NA	Trenton, N. J.....	+4	+4	+11
Flint, Mich.....	+1	+4	+9	Tulsa, Okla.....	-1	+2	+5
Fort Wayne, Ind.....	+1	+29	+5	Utica-Rome, N. Y.....	-3	+1	+16
Fort Worth, Tex.....	NA	NA	NA	Waco, Tex.....	+5	+3	+11
Grand Rapids, Mich.....	+3	+3	+9	Washington, D. C.....	+6	+4	+11
Houston, Tex.....	+8	+4	+15	Wheeling, W. Va.....	-5	+4	+2
Indianapolis, Ind.....	-4	+1	+4	Wichita, Kana.....	-1	-1	+6
Jacksonville, Fla.....	+10	-2	+19	Worcester, Mass.....	0	+6	+9
Kansas City, Mo.....	-1	+3	+7	Youngstown, Ohio.....	+3	+5	+10
Knoxville, Tenn.....	-7	-3	+6				
				CITIES			
Lancaster, Pa.....	+5	+4	+9	Bridgeport, Conn.....	-14	-8	0
Lexington, Ky.....	+6	+4	+12	Bristol, Tenn.-Va.....	-10	0	+4
Los Angeles, Long Beach, Calif.....	+9	NA	+11	Duluth, Minn.-Superior, Wia.....	-5	0	+4
Louisville, Ky.....	-1	+9	+10	Minneapolis, Minn.....	+4	+7	+8
Macon, Ga.....	-10	-12	+5	Oakland-Berkeley, Calif.....	-5	NA	-3
Memphis, Tenn.....	+3	+1	+8	Portsmouth, Ohio.....	-10	+2	+7
Miami, Fla.....	+4	-11	+14	Rome, Ga.....	-3	-7	+8
Milwaukee, Wis.....	-2	+9	+5	St. Paul, Minn.....	+22	+23	+19
Mobile, Ala.....	-5	-3	0	San Francisco, Calif.....	+1	NA	+4
New Orleans, La.....	+2	-3	+10	Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: APRIL 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964					1963								Percentage change, April 1964 from--	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1963	Mar. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,628	14,123	14,335	14,254	13,352	13,634	13,799	13,781	14,016	13,990	14,269	14,361	15,484	+7	-1
Durable-goods stores, total.....	6,259	6,083	6,131	6,212	5,965	6,160	6,339	6,457	6,559	6,532	6,588	6,456	6,626	+4	+1
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,042	7,387	7,474	7,460	7,324	7,457	7,458	7,681	7,905	8,858	+9	-2
Food group.....	352	346	344	342	326	342	341	349	364	335	353	348	354	+5	-1
Grocery stores.....	288	283	290	288	272	291	292	298	305	300	293	289	293	+6	-1
Eating and drinking places.....	84	85	86	88	76	74	78	71	74	60	70	84	89	+16	+2
General merchandise group.....	4,943	4,723	4,792	4,515	4,144	4,228	4,325	4,287	4,371	4,452	4,592	4,762	5,423	+9	-6
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,442	3,166	3,227	3,288	3,274	3,336	3,381	3,521	3,641	4,164	+9	-6
Department stores.....	3,385	3,167	3,241	3,057	2,788	2,853	2,914	2,904	2,971	3,000	3,124	3,240	3,730	+10	-6
Mail order houses (department store mdse.).....	972	960	977	906	812	836	868	846	868	899	918	952	1,062	+12	-7
Apparel group.....	1,062	962	986	1,008	950	892	879	837	855	898	941	953	1,186	+6	+2
Women's ready-to-wear stores.....	454	424	459	474	448	418	400	371	379	406	422	421	512	+6	+3
Furniture and appliance group.....	2,199	2,143	2,101	2,055	1,985	2,067	2,031	2,005	2,026	2,035	2,042	2,061	2,278	+4	-2
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,574	1,503	1,575	1,543	1,528	1,555	1,573	1,565	1,551	1,716	+5	0
Furniture stores.....	1,511	1,457	1,411	1,419	1,366	1,446	1,426	1,401	1,433	1,426	1,419	1,394	1,532	+4	+1
Household appliance, TV, radio stores.....	523	523	524	482	482	492	488	477	471	462	477	510	562	0	-8
Household appliance dealers.....	461	459	461	438	413	428	434	429	413	403	413	446	490	+6	-5
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,683	1,831	1,769	1,854	1,925	2,050	2,117	2,076	2,097	1,932	1,778	+4	+9
Lumber yards, building materials dealers.....	1,216	1,185	1,201	1,329	1,231	1,283	1,345	1,445	1,510	1,498	1,520	1,441	1,300	+8	+11
Lumber yards.....	883	873	857	965	917	962	1,014	1,098	1,134	1,104	1,114	1,046	948	+5	+13
Automotive group.....	1,481	1,442	1,460	1,471	1,401	1,408	1,456	1,510	1,462	1,457	1,514	1,538	1,560	+5	+1
Passenger car dealers.....	992	955	954	973	947	936	943	1,011	944	974	1,020	1,028	1,048	+3	+2
Passenger car dealers (franchised).....	914	881	887	904	867	861	869	910	878	880	952	957	980	+4	+2
Tire, battery, accessory dealers.....	462	460	472	473	429	442	479	500	485	483	461	482	479	+10	0
Gasoline service stations.....	451	439	461	472	460	472	471	448	456	452	467	469	442	+3	+2
Other retail stores.....	2,394	2,352	2,423	2,472	2,241	2,297	2,293	2,224	2,291	2,205	2,193	2,214	2,374	+10	+2
CHARGE ACCOUNTS															
United States, total.....	7,409	7,126	7,221	7,447	7,032	7,202	7,147	7,157	7,264	7,178	7,381	7,381	7,826	+6	+3
Durable-goods stores, total.....	3,337	3,224	3,268	3,390	3,246	3,390	3,478	3,594	3,669	3,654	3,774	3,658	3,622	+4	+4
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,057	3,786	3,812	3,669	3,563	3,595	3,524	3,607	3,723	4,204	+7	+3
Food group.....	341	334	333	331	319	331	329	339	349	337	340	336	342	+4	-1
General merchandise group.....	1,039	958	916	912	890	918	885	846	839	855	857	910	1,160	+2	0
Department stores and dry goods, general merchandise stores.....	950	871	835	831	793	821	781	745	740	750	768	819	1,065	+5	7
Department stores.....	844	765	721	712	673	705	684	652	647	656	661	710	950	+6	-1
Apparel group.....	748	666	689	707	682	632	617	598	609	648	681	697	873	+4	+3
Furniture and appliance group.....	667	648	639	626	610	629	631	612	630	626	652	677	760	+3	-2
Furniture, home furnishing stores.....	486	466	461	455	461	483	475	464	480	484	490	498	562	-1	-1
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,490	1,640	1,580	1,655	1,730	1,845	1,912	1,876	1,914	1,761	1,606	+4	+10
Lumber yards, building materials dealers.....	1,166	1,136	1,146	1,270	1,173	1,221	1,286	1,385	1,448	1,437	1,460	1,386	1,246	+8	+11
Lumber yards.....	848	840	822	927	873	915	968	1,051	1,089	1,061	1,073	1,009	911	+6	+13
Automotive group.....	882	858	849	845	795	817	813	844	809	818	885	884	902	+6	+1
Passenger car dealers (franchised).....	641	620	607	623	581	579	572	594	572	577	632	638	662	+7	+3
Gasoline service stations.....	439	430	447	458	451	463	461	438	447	441	455	455	429	+2	+2
INSTALLMENT ACCOUNTS															
United States, total.....	7,219	6,997	7,114	6,807	6,320	6,432	6,652	6,624	6,752	6,812	6,888	6,980	7,658	+8	-4
Durable-goods stores, total.....	2,922	2,859	2,863	2,822	2,719	2,770	2,861	2,863	2,89	2,878	2,814	2,798	3,004	+4	-1
Nondurable-goods stores, total.....	4,297	4,138	4,251	3,985	3,601	3,662	3,791	3,761	3,862	3,934	4,074	4,182	4,654	+1	-6
General merchandise group.....	3,904	3,765	3,876	3,603	3,254	3,311	3,440	3,441	3,532	3,597	3,735	3,852	4,463	+11	-
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,611	2,373	2,406	2,507	2,529	2,596	2,631	2,753	2,822	3,099	+1	-7
Department stores.....	2,541	2,402	2,520	2,345	2,115	2,148	2,230	2,257	2,324	2,344	2,443	2,530	2,784	+11	-
Apparel group.....	314	296	297	301	268	260	262	239	246	250	260	254	313	+2	+1
Furniture and appliance group.....	1,532	1,475	1,462	1,429	1,375	1,438	1,400	1,393	1,396	1,400	1,390	1,384	1,518	+4	-
Furniture, home furnishing stores.....	1,189	1,154	1,116	1,119	1,042	1,092	1,068	1,064	1,075	1,089	1,075	1,057	1,154	+7	-
Household appliance, TV, radio stores.....	343	341	346	311	333	346	332	329	321	320	315	331	364	-7	-1
Lumber, building, hardware, farm equip. group..	166	179	192	191	189	199	195	205	205	200	183	171	171	+1	-1
Automotive group.....	599	584	611	624	606	591	643	664	653	639	629	654	658	+3	-
Tire, battery, accessory dealers.....	267	265	271	284	258	249	289	299	296	29	255	271	282	+1	-

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the month indicated. Amounts transferred to commercial bank and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kind of business not shown separately. Sampling variations shown in table 1, page 1.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS: APRIL 1964

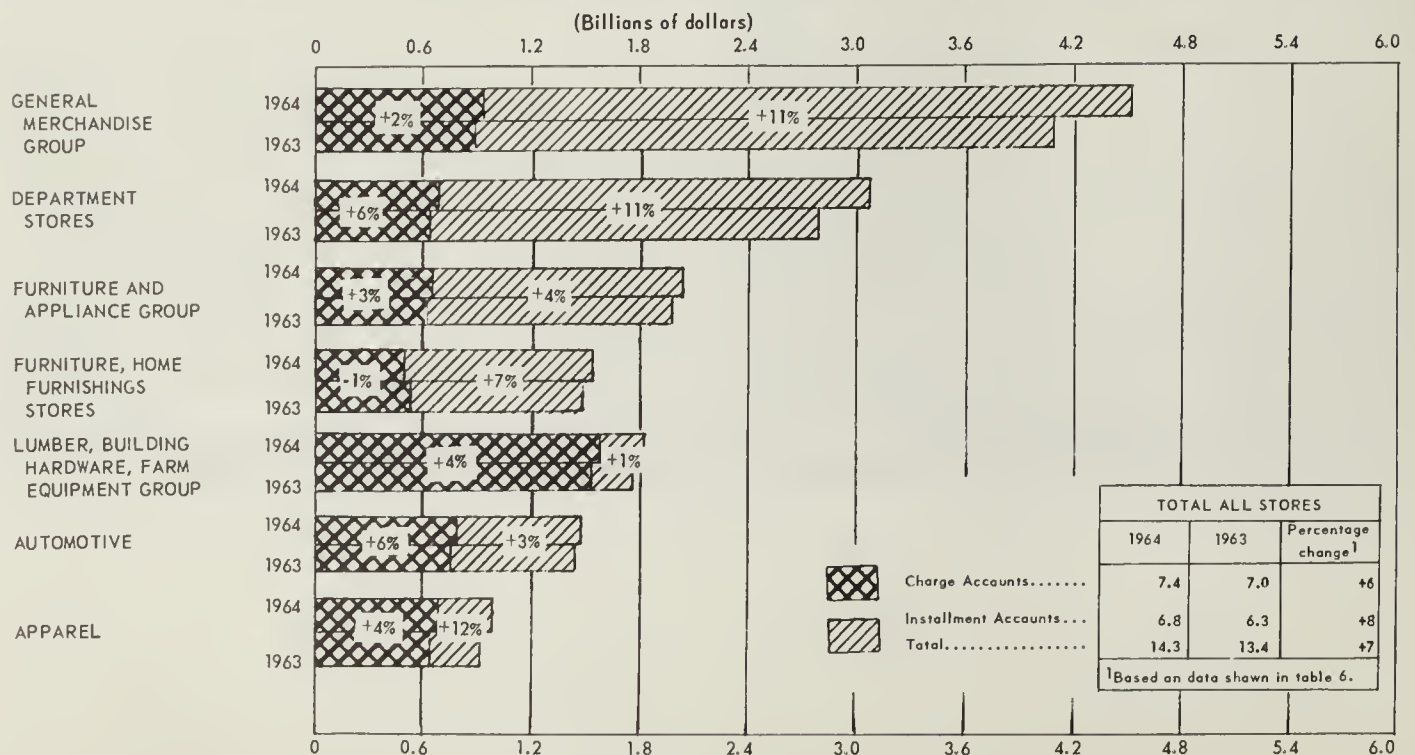
(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964					1963								Percentage change, April 1964 from--	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1963	Mar. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	5,207	5,012	5,078	4,772	4,377	4,468	4,606	4,605	4,789	4,846	4,923	5,072	5,591	+9	-6
Durable-goods stores, total.....	1,180	1,153	1,152	1,138	1,103	1,112	1,150	1,161	1,218	1,211	1,172	1,186	1,222	+3	-1
Nondurable-goods stores, total.....	4,027	3,859	3,926	3,634	3,274	3,356	3,456	3,444	3,571	3,635	3,751	3,886	4,369	+11	-7
General merchandise group.....	3,587	3,433	3,495	3,203	2,873	2,953	3,058	3,065	3,187	3,255	3,365	3,488	3,904	+11	-8
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,512	2,266	2,321	2,401	2,405	2,508	2,552	2,654	2,744	3,095	+11	-8
Department stores.....	2,524	2,369	2,449	2,254	2,028	2,077	2,149	2,153	2,256	2,280	2,375	2,455	2,779	+11	-8
Apparel group.....	264	247	250	256	230	224	227	215	215	223	229	235	294	+11	+2
Furniture and appliance group.....	365	368	374	352	335	332	332	332	329	334	339	349	375	+5	-6
Tire, battery, accessory dealers.....	270	268	273	287	264	268	299	307	306	301	266	282	288	+9	+5
CHARGE ACCOUNTS															
United States, total.....	1,055	983	956	955	888	923	928	906	955	957	954	975	1,116	+8	0
Durable-goods stores, total.....	309	290	290	312	280	296	315	321	369	363	357	350	331	+11	+8
Nondurable-goods stores, total.....	746	693	666	643	608	627	613	585	586	594	597	625	785	+6	-3
General merchandise group.....	457	411	381	360	341	359	352	330	338	350	346	368	489	+6	-6
Department stores and dry goods, general merchandise stores.....	413	371	342	321	306	323	310	289	295	306	306	329	449	+5	-6
Department stores.....	383	344	315	293	278	296	284	266	274	283	284	302	418	+5	-7
Apparel group.....	125	116	118	120	108	105	106	107	99	105	108	107	138	+11	+2
Furniture and appliance group.....	41	44	44	47	40	37	39	37	37	37	39	40	43	+18	+7
INSTALLMENT ACCOUNTS															
United States, total.....	4,152	4,029	4,122	3,817	3,489	3,545	3,678	3,699	3,834	3,889	3,969	4,097	4,475	+9	+7
Durable-goods stores, total.....	871	863	862	826	823	816	835	840	849	848	815	836	891	0	-4
Nondurable-goods stores, total.....	3,281	3,166	3,260	2,991	2,666	2,729	2,843	2,859	2,985	3,041	3,154	3,261	3,584	+12	-8
General merchandise group.....	3,130	3,022	3,114	2,843	2,532	2,594	2,706	2,735	2,849	2,905	3,019	3,120	3,415	+12	-9
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,191	1,960	1,998	2,091	2,116	2,213	2,246	2,348	2,415	2,646	+12	-8
Department stores.....	2,141	2,025	2,134	1,961	1,750	1,781	1,865	1,887	1,982	1,997	2,091	2,153	2,361	+12	-8
Apparel group.....	139	131	132	136	122	119	121	108	116	118	121	128	156	+11	+3
Furniture and appliance group.....	324	324	330	305	295	295	293	295	292	297	300	309	332	+3	-8

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--APRIL 1964 AND APRIL 1963



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change. ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.6	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(?) -0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES ANT GROUP II RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	96.0	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	95.9	92.5	110.3	101.9	107.4
Nondurable-goods stores, total..	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	138.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	10.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	97.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	94.3	103.8	105.4	109.9	111.8	103.8	101.7	98.1	100.3	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.7	94.9	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	92.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.7
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.1	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	NA	NA	NA	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	NA	NA	NA	NA	NA
Tire, battery, accessory dealers..	77.3	72.7	83.4	103.0	107.4	110.5	111.2	108.7	94.6	101.9	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	96.5	89.2	94.3	98.7	105.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	93.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	\bar{I}/\bar{C}	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.57	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Non-durable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.41 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

381
in 33/102
sup

Casey

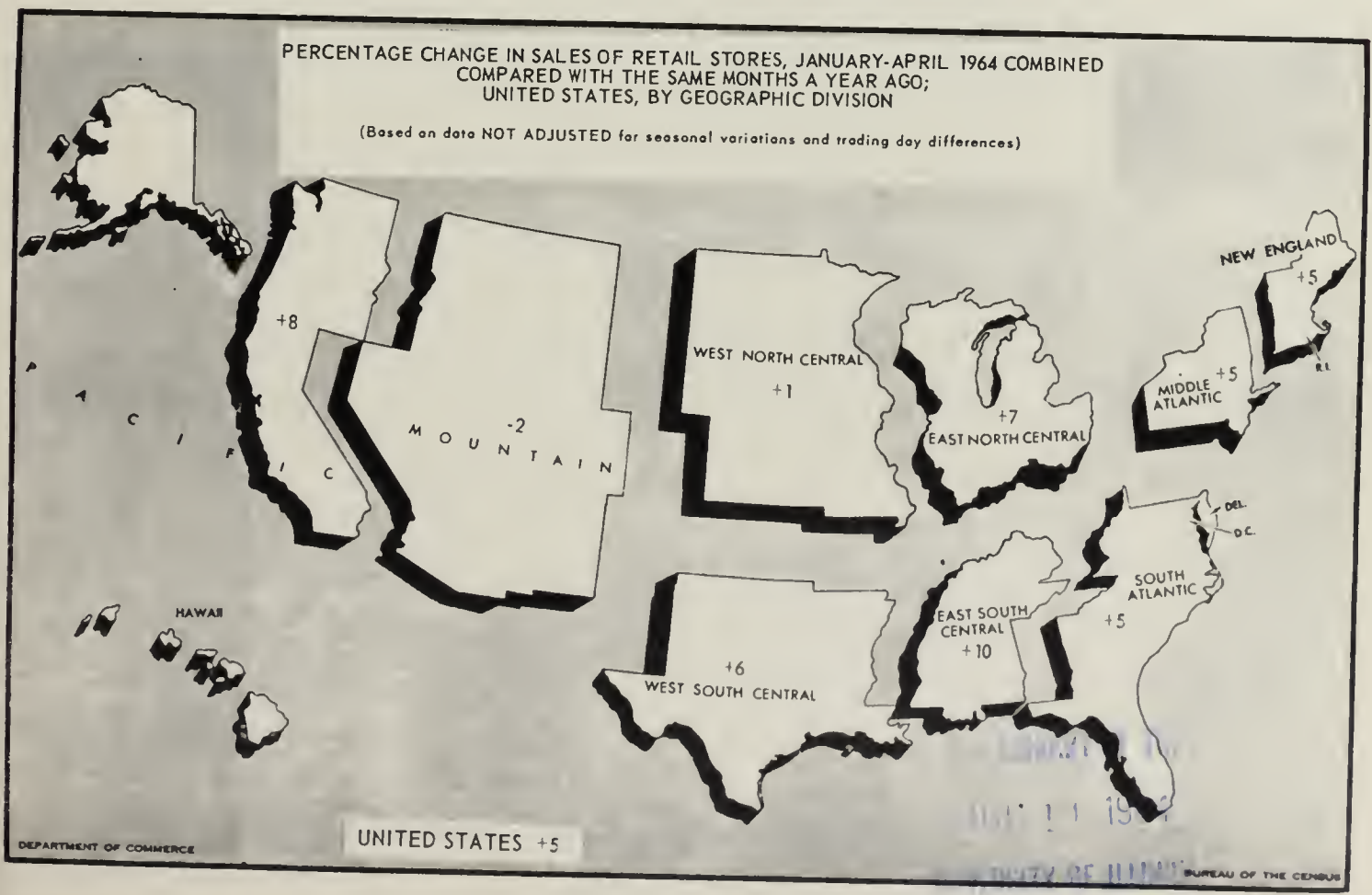


For release
June 19, 1964

BR-64-4-Supp.

Retail Sales: April 1964

This is a new monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)



For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: APRIL 1963 TO APRIL 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964					1963								Percentage change		
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1964 from--	Apr. 1964 from--	
														Jan.-Apr. 1963	Apr. 1963	Mar. 1964
UNITED STATES, TOTAL.....	19,154	18,758	20,502 ^R	21,183	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	+5	+3	+3
Durable-goods stores, total....	6,031	6,122	6,741 ^R	7,361	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	+7	+5	+9
Nondurable-goods stores, total.	13,123	12,636	13,761 ^R	13,822	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	+5	+2	0
Food group.....	5,018	4,849	4,891 ^R	4,928	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	+4	+5	+1
Grocery stores.....	4,558	4,395	4,406 ^R	4,433	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	+4	+5	+1
Eating and drinking places.....	1,436	1,386	1,485	1,534	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	+7	+5	+3
GAF ² , total.....	3,803	3,722	4,559	4,473	4,421	4,375	4,326	4,083	4,603	4,416	4,703	5,113	7,904	+9	+1	-2
General merchandise group.....	1,872	1,875	2,303	2,322	2,299	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,399	+8	+1	+1
Department stores.....	1,094	1,069	1,336	1,363	1,323	1,325	1,340	1,212	1,408	1,340	1,408	1,590	2,625	+10	+3	+2
Apparel group.....	1,026	927	1,283	1,140	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	+5	-10	-11
Furniture and appliance group....	905	920	973	1,011	854	934	933	965	992	980	1,095	1,077	1,333	+15	+18	+4
Lumber, bldg., hdwe., farm equip. grp..	936	956	1,134	1,342	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	+2	-1	+18
Automotive group.....	3,677	3,684	4,058	4,446	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	+6	+4	+10
Gasoline service stations.....	1,566	1,480	1,585	1,631	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	+3	+4	+3
Drug and proprietary stores.....	671	656	680	657	652	676	664	660	680	647	667	666	906	+2	+1	-3
THE NORTHEASTERN STATES, TOTAL.....	4,933	4,766	5,283	5,391	5,274	5,494	5,287	5,213	5,262	4,837	5,390	5,492	6,595	+5	+2	+2
Durable-goods stores, total....	1,356	1,348	1,553	1,724	1,672	1,760	1,632	1,598	1,458	1,257	1,679	1,595	1,685	+6	+3	+11
Nondurable-goods stores, total.	3,577	3,418	3,730	3,667	3,602	3,734	3,655	3,615	3,804	3,580	3,711	3,897	4,910	+5	+2	-2
Food group.....	1,435	1,373	1,385	1,389	1,310	1,422	1,381	1,434	1,482	1,318	1,367	1,426	1,459	+5	+6	0
Grocery stores.....	1,208	1,152	1,152	1,159	1,092	1,189	1,153	1,167	1,243	1,094	1,142	1,196	1,205	+5	+6	+1
Eating and drinking places.....	423	409	447	468	439	477	493	507	524	472	485	454	467	+6	+7	+5
GAF ² , total.....	1,036	997	1,246	1,185	1,222	1,220	1,213	1,099	1,217	1,210	1,280	1,413	2,208	+7	-3	-5
General merchandise group.....	447	435	537	530	549	554	562	503	567	559	588	674	1,106	+6	-3	-1
Department stores.....	280	263	333	329	347	346	350	295	339	347	358	409	697	+6	-5	-1
Apparel group.....	340	306	439	379	425	389	390	320	362	388	388	425	700	+5	-11	-14
Furniture and appliance group....														+10	+11	+2
Lumber, bldg., hdwe., farm equip. grp.																+25
Gasoline service stations.....	284	276	301	311	296	304	305	325	322	298	303	300	308	+4	+5	+3
Drug and proprietary stores.....	153	146	151	144	148	151	152	154	159	152	154	154	203	0	-3	-5
THE NORTH CENTRAL STATES, TOTAL.....	5,516	5,397	5,872	6,264	6,110	6,294	6,216	6,110	6,237	5,819	6,616	6,510	7,347	+5	+3	+7
Durable-goods stores, total....	1,713	1,737	1,918	2,202	2,102	2,138	2,150	2,132	1,996	1,899	2,437	2,172	2,121	+7	+5	+15
Nondurable-goods stores, total.	3,803	3,660	3,954	4,062	4,008	4,156	4,066	3,978	4,241	3,920	4,179	4,338	5,226	+4	+1	+3
Food group.....	1,390	1,360	1,356	1,365	1,303	1,411	1,401	1,368	1,456	1,303	1,379	1,449	1,446	+4	+5	+1
Grocery stores.....	1,276	1,253	1,246	1,256	1,194	1,289	1,281	1,256	1,335	1,193	1,261	1,329	1,319	+4	+5	+1
Eating and drinking places.....	436	410	440	455	435	473	480	491	507	463	475	450	452	+8	+5	+3
GAF ² , total.....	1,091	1,064	1,300	1,318	1,287	1,264	1,263	1,191	1,357	1,324	1,402	1,548	2,309	+10	+2	+1
General merchandise group.....	585	590	724	738	731	717	717	655	777	735	771	887	1,386	+10	+1	+2
Department stores.....	342	337	419	440	421	425	407	384	455	436	449	512	832	+11	+5	+5
Apparel group.....	259	227	307	296	320	298	286	257	298	289	298	351	553	+4	-7	-4
Furniture and appliance group....	247	247	269	284	236	249	260	279	282	300	333	310	370	+19	+20	+6
Lumber, bldg., hdwe., farm equip. grp.	350	348	401	487	496	519	535	535	555	584	622	536	467	+7	-2	+21
Automotive group.....	977	993	1,103	1,290	1,244	1,217	1,206	1,177	1,013	846	1,315	1,157	1,030	+4	+4	+17
Gasoline service stations.....	501	475	502	527	511	526	531	541	547	505	542	529	570	+1	+3	+5
Drug and proprietary stores.....	205	197	198	190	192	199	193	198	203	199	206	209	278	+1	-1	-4
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,755	5,544	5,691	5,523	5,443	5,663	5,102	5,668	5,640	6,575	+6	+4	+1
Durable-goods stores, total....	1,767	1,860	2,067	2,147	1,971	2,038	1,972	1,911	1,845	1,692	2,056	1,907	1,999	+9	+9	+4
Nondurable-goods stores, total.	3,423	3,311	3,635	3,608	3,573	3,653	3,551	3,532	3,818	3,410	3,612	3,733	4,576	+4	+1	-1
Food group.....	1,308	1,255	1,266	1,281	1,235	1,347	1,316	1,325	1,428	1,232	1,307	1,364	1,357	+4	+4	+1
Grocery stores.....	1,247	1,196	1,201	1,211	1,173	1,280	1,251	1,259	1,360	1,177	1,247	1,306	1,290	+3	+3	+1
Eating and drinking places.....	306	301	323	332	316	329	329	344	351	309	316	308	319	+7	+5	+3
GAF ² , total.....	986	982	1,232	1,193	1,176	1,139	1,109	1,065	1,226	1,122	1,195	1,277	2,007	+9	+1	-3
General merchandise group.....	491	500	626	630	613	593	579	548	642	566	617	676	1,104	+8	+3	+1
Department stores.....	241	238	311	312	293	290	287	270	316	285	308	346	564	+7	+6	0
Apparel group.....	272	254	361	300	347	305	284	277	333	310	327	349	586	+6	-14	-17
Furniture and appliance group....	223	228	245	263	216	241	246	240	251	246	251	252	317	+14	+22	+7
Lumber, bldg., hdwe., farm equip. grp.	250	266	344	389	387	388	358	365	361	340	371	332	283	0	+1	+2
Automotive group.....	1,160	1,210	1,314	1,346	1,244	1,256	1,224	1,169	1,085	955	1,295	1,169	1,140	+9	+8	+2
Gasoline service stations.....	471	444	477	486	459	474	480	497	514	469	473	466	490	+6	+6	+2
Drug and proprietary stores.....	181	180	188	182	181	187	182	175	179	167	172	173	229	+2	+1	-3
THE WEST, TOTAL.....	3,515	3,424	3,645	3,773	3,590	3,749	3,711	3,774	3,856	3,509	3,854	3,852	4,587	+5	+5	+4
Durable-goods stores, total....	1,195	1,177	1,203	1,288	1,237	1,303	1,290	1,335	1,257	1,151	1,427	1,311	1,403	+6	+4	+7
Nondurable-goods stores, total.	2,320	2,247	2,442	2,485	2,353	2,446	2,421	2,439	2,599	2,358	2,427	2,541	3,184	+5	+6	+2
Food group.....	885	861	884	893	829	886	859	876	952	831	857	914	932	+4	+8	+1
Grocery stores.....	827	794	807	807	764	820	798	820	890	774	799	858	865	+3	+6	0
Eating and drinking places.....	271	266	275	279	273	283	290	304	316	282	280	274	295	+5	+2	+1
GAF ² , total.....	690	679	781	777	736	752	741	728	803	760	826	875	1,380	+11	+6	-1
General merchandise group.....	349	350	416	424	406	414	408	402	458	415	441	491	803	+8	+4	+2
Department stores.....														+15	+8	+3
Apparel group.....	155	140	176	165	176	171	167	156	174	174	178	183	333	+7	-6	-6
Furniture and appliance group....														+21	+22	+2
Gasoline service stations.....														+2	0	+1
Drug and proprietary stores.....														+6	+8	-1

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately.

States in geographic regions are shown on last page of report.

R Revised. R March 1964 revised from data shown in April 1964 Monthly Retail Trade Report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: APRIL 1963 TO APRIL 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964					1963								Percentage change		
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1964 from-- Jan.-Apr. 1963	April 1964 from--	
															April 1963	March 1964
New England Division, total.....	1,238	1,162	1,272	1,334	1,278	1,348	1,311	1,311	1,325	1,170	1,289	1,336	1,662	+5	+4	+5
Durable-goods stores.....	376	357	417	490	438	472	449	423	392	318	412	401	469	+14	+12	+18
Nondurable-goods stores.....	862	805	855	844	840	876	862	888	933	852	877	935	1,193	+2	0	-1
Food group.....	340	317	318	321	315	345	338	368	370	317	321	342	347	+1	+2	+1
GAF ² , total.....	230	218	263	257	270	272	270	240	282	256	266	313	505	+5	-5	-2
General merchandise group.....														-5	-13	0
Middle Atlantic Division, total....	3,695	3,604	4,011	4,057	3,996	4,146	3,976	3,902	3,937	3,667	4,101	4,156	4,933	+5	+2	+1
Durable-goods stores.....	980	991	1,136	1,234	1,234	1,288	1,183	1,175	1,066	939	1,267	1,194	1,216	+3	0	+4
Nondurable-goods stores.....	2,715	2,613	2,875	2,823	2,762	2,858	2,793	2,727	2,871	2,728	2,834	2,962	3,717	+6	+2	-2
Food group.....	806	779	983	928	952	948	943	859	935	954	1,014	1,100	1,703	+7	-3	-6
GAF ² , total.....	357	351	430	423	426	431	436	390	432	440	465	528	861	+10	-1	-2
General merchandise group.....																
East North Central Division, total.	3,931	3,886	4,247	4,521	4,302	4,427	4,366	4,289	4,401	4,095	4,657	4,619	5,283	+7	+5	+6
Durable-goods stores.....	1,179	1,210	1,357	1,565	1,451	1,470	1,478	1,474	1,365	1,283	1,676	1,473	1,472	+10	+8	+15
Nondurable-goods stores.....	2,752	2,676	2,890	2,956	2,851	2,957	2,888	2,815	3,036	2,812	2,981	3,146	3,811	+6	+4	+2
Food group.....	1,044	1,039	1,034	1,040	968	1,049	1,035	1,007	1,080	964	1,017	1,081	1,085	+6	+7	+1
GAF ² , total.....	801	785	968	978	932	920	919	866	998	970	1,027	1,149	1,717	+12	+5	+1
General merchandise group.....	427	433	536	545	517	515	516	469	562	535	563	661	1,024	+13	+5	+2
West North Central Division, total.	1,585	1,511	1,625	1,743	1,808	1,867	1,850	1,821	1,836	1,724	1,959	1,891	2,064	+1	-4	+7
Durable-goods stores.....	534	527	561	637	651	668	672	658	631	616	761	699	649	+2	-2	+14
Nondurable-goods stores.....	1,051	984	1,064	1,106	1,157	1,199	1,178	1,163	1,205	1,108	1,198	1,192	1,415	0	-4	+4
Food group.....	346	321	322	325	335	362	366	361	376	339	362	368	361	-2	-3	+1
GAF ² , total.....	290	279	332	340	355	344	344	325	359	354	375	399	592	+4	-4	+2
General merchandise group.....	158	157	188	193	214	202	201	186	215	200	208	226	362	+1	-10	+3
South Atlantic Division, total.....	2,523	2,505	2,789	2,777	2,734	2,776	2,700	2,637	2,749	2,438	2,740	2,775	3,273	+5	+2	0
Durable-goods stores.....	821	861	976	1,002	950	967	936	908	860	780	975	914	942	+7	+5	+3
Nondurable-goods stores.....	1,702	1,644	1,813	1,775	1,784	1,809	1,764	1,729	1,889	1,658	1,765	1,861	2,331	+3	-1	-2
Food group.....	490	501	637	609	597	565	563	531	615	571	596	651	1,037	+7	+2	-4
GAF ² , total.....	250	257	328	329	322	306	302	281	332	291	315	351	579	+4	+2	0
General merchandise group.....																
East South Central Division, total.	963	982	1,092	1,117	1,039	1,061	1,019	994	1,055	983	1,093	1,075	1,248	+10	+8	+2
Nondurable-goods stores.....	628	614	677	685	670	694	648	651	707	658	698	713	856	+6	+2	+1
Food group.....	185	184	236	230	228	224	209	201	234	219	236	246	378	+11	+1	-3
GAF ² , total.....	97	97	121	123	121	117	112	108	123	115	126	135	216	+11	+2	+2
General merchandise group.....																
West South Central Division, total.	1,704	1,684	1,821	1,861	1,771	1,854	1,804	1,812	1,859	1,681	1,835	1,790	2,054	+6	+5	+2
Durable-goods stores.....	1,093	1,053	1,145	1,148	1,119	1,150	1,139	1,152	1,222	1,094	1,149	1,159	1,389	+5	+3	+5
Nondurable-goods stores.....																0
Food group.....	311	297	359	354	351	350	337	333	378	332	363	380	592	+1	0	+1
GAF ² , total.....	144	146	177	178	170	170	165	159	187	160	176	190	309	+11	+1	-1
General merchandise group.....														+13	+5	+1
Mountain Division, total.....	765	711	762	804	850	877	878	944	936	839	912	902	1,010	-2	-5	+6
Nondurable-goods stores.....	511	484	529	537	568	581	578	596	625	555	550	566	692	-2	-5	+2
Food group.....	133	129	151	151	147	153	145	147	162	148	160	167	270	+1	+1	-2
GAF ² , total.....	66	66	83	85	84	88	81	80	93	76	82	91	155	+10	+3	0
General merchandise group.....														+9	+1	+2
Pacific Division, total.....	2,750	2,713	2,883	2,969	2,740	2,872	2,833	2,830	2,920	2,670	2,942	2,950	3,577	+8	+8	+3
Durable-goods stores.....	941	950	970	1,021	955	1,007	999	987	946	867	1,065	975	1,085	+8	+7	+5
Nondurable-goods stores.....	1,809	1,763	1,913	1,948	1,785	1,865	1,834	1,843	1,974	1,803	1,877	1,975	2,492	+8	+9	+2
Food group.....	684	666	686	698	634	683	658	673	733	634	655	702	719	+5	+10	+2
GAF ² , total.....	557	550	630	626	589	599	596	581	641	612	666	708	1,110	+11	+6	-1
General merchandise group.....																

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

r Revised.

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE NINE LARGEST STATES: APRIL 1963 TO APRIL 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964					1963								Percentage change		
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1964 from-- Jan.-Apr. 1963	April 1964 from--	
															Apr. 1963	Mar. 1964
California.....	2,154	2,109	2,195	2,264	2,113	2,204	2,156	2,140	2,192	2,011	2,248	2,277	2,183	+7	+7	+3
Illinois.....	1,143	1,131	1,276	1,339	1,275	1,290	1,235	1,193	1,234	1,172	1,332	1,386	1,602	+6	+5	+5
Massachusetts.....	586	561	630	677	624	662	636	606	607	549	607	631	778	+4	+8	+7
Michigan.....	853	823	884	955	909	947	936	945	953	859	981	973	1,109	+6	+5	+8
New Jersey.....	697	699	802	811	770	780	752	749	735	615	780	782	920	+7	+5	+1
New York.....	1,910	1,839	2,028	2,035	1,996	2,075	1,992	1,940	1,997	1,892	2,081	2,110	2,493	+5	+2	0
Ohio.....	986	977	1,063	1,135	1,072	1,100	1,087	1,088	1,135	1,074	1,212	1,182	1,340	+8	+6	+7
Pennsylvania.....	1,088	1,066	1,181	1,211	1,230	1,291	1,232	1,213	1,205	1,100	1,240	1,264	1,520	+3	-2	+3
Texas.....	1,010	1,021	1,113	1,130	1,097	1,149	1,104	1,088	1,130	1,013	1,107	1,074	1,228	+4	+3	+2

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: APRIL 1963 TO APRIL 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964					1963								Percentage change		
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1964 from-- Jan.-Apr. 1963	April 1964 from--	
															Apr. 1963	Mar. 1964
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	812	812	915	947	915	913	884	837	869	818	928	963	1,145	+5	+3	+4
GAF ³							C							+9	+2	-2
New York-Northeastern N. Y., total.....	1,708	1,666	1,846	1,821	1,813	1,864	1,778	1,693	1,693	1,635	1,838	1,869	2,216	+4	0	-1
GAF ³	412	395	488	458	463	457	461	413	445	484	505	537	813	+8	-1	-6
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	758	742	853	881	843	841	810	765	797	753	847	894	1,071	+7	+5	+3
GAF ³							C							+9	+2	-2
Detroit, Mich., total.....														+6	+1	+6
GAF ³							C							+23	+10	+2
Los Angeles, Calif., total.....	1,018	963	1,004	1,127	945	978	953	965	989	918	1,039	1,064	1,337	+10	+9	+2
GAF ³							C							+15	+8	0
New York, N. Y., total.....	1,229	1,195	1,308	1,276	1,270	1,312	1,250	1,204	1,220	1,191	1,312	1,345	1,603	+4	0	-2
GAF ³							C							+9	+1	-6
Philadelphia, Pa., total.....														+9	+6	+2
GAF ³							C							+10	-4	-6

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.

² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.

³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹

Percent change over 2 consecutive months²

A = 0 to 3.5 percent
B = 3.6 to 7.0 percent
C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
b = 1.6 to 3.0 percent
c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	S	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233
OFFICIAL BUSINESS
FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

33/122

Comm



For release
July 13, 1964

BR-64-5

Retail Sales and End-of-Month Accounts Receivable: May 1964

Sales

Total sales of all retail stores in the United States during May 1964 were estimated at \$22.5 billion, 6 percent above sales for April 1964 and also 6 percent above the May sales a year ago. After adjustment for seasonal variations and trading day differences, but not for price changes, May sales amounted to \$21.7 billion, 2 percent higher than April 1964 and 8 percent above May 1963. Adjusted sales of durable-goods stores in May 1964 increased 3 percent from April 1964 and were 11 percent higher than May 1963. Adjusted sales of nondurable-goods stores rose 1 percent from April 1964 and 6 percent from May 1963.

Based on adjusted data, the increase since April 1964 in sales of durable-goods stores reflected increases of 9 percent in the lumber, building, hardware, farm equipment group and 2 percent in the automotive group. Sales for the furniture and appliance group were down 1 percent. In the nondurable-goods stores category, month-to-month increases of 2 percent were reported by both the general merchandise group and apparel group. Both the food group and eating and drinking places decreased 1 percent.

A comparison of adjusted sales data for May 1964 with the same period a year ago, shows that all major kind-of-business groups increased. Increases in the durable-goods category were led by the furniture and appliance group (+16%), followed by lumber, building, hardware, farm equipment group (+11%) and automotive group (+10%). The apparel group showed the largest increase (+12%) in the nondurable-goods stores category, followed by the general merchandise group (+11%), eating and drinking places (+6%) and the food group (+3%).

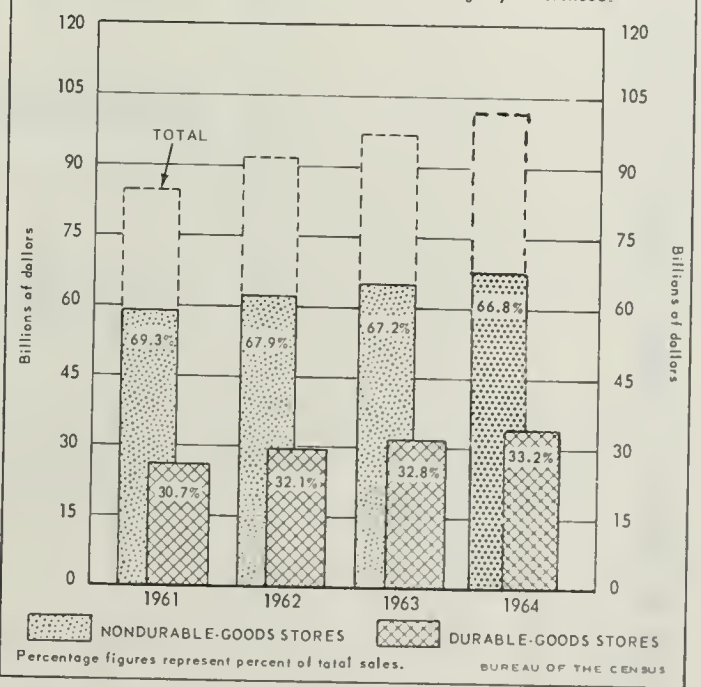
Unadjusted cumulative sales of all retail stores for the first five months of 1964 amounted to \$102.1 billion, 6 percent above the comparable period in 1964. On an adjusted basis, the largest cumulative sales increases were reported by the furniture and appliance group (+14%) and general merchandise group (+8%).

ACCOUNTS RECEIVABLE

8 Retail stores in the United States reported \$15.3 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES— FIRST FIVE MONTHS-1961 THROUGH 1964

[Not adjusted for seasonal variations or trading day differences.]



by customers as of May 31, 1964. Based on data not adjusted for seasonal variations, this total was 5 percent above the April 1964 level and 12 percent higher than the \$13.6 estimated as of May 31, 1963. Year-to-year increases were reported in both the installment account balances (+18%) and in the charge account balances (+7%).

Total receivable balances of durable-goods stores as of May 31, 1964, were 4 percent above the balances for April 1964, and 5 percent above those outstanding at the end of May last year. Nondurable-goods stores reflected a 5 percent increase in total credit outstanding over the April 30, 1964 level, and a 19 percent increase from the total reported for May 1963.

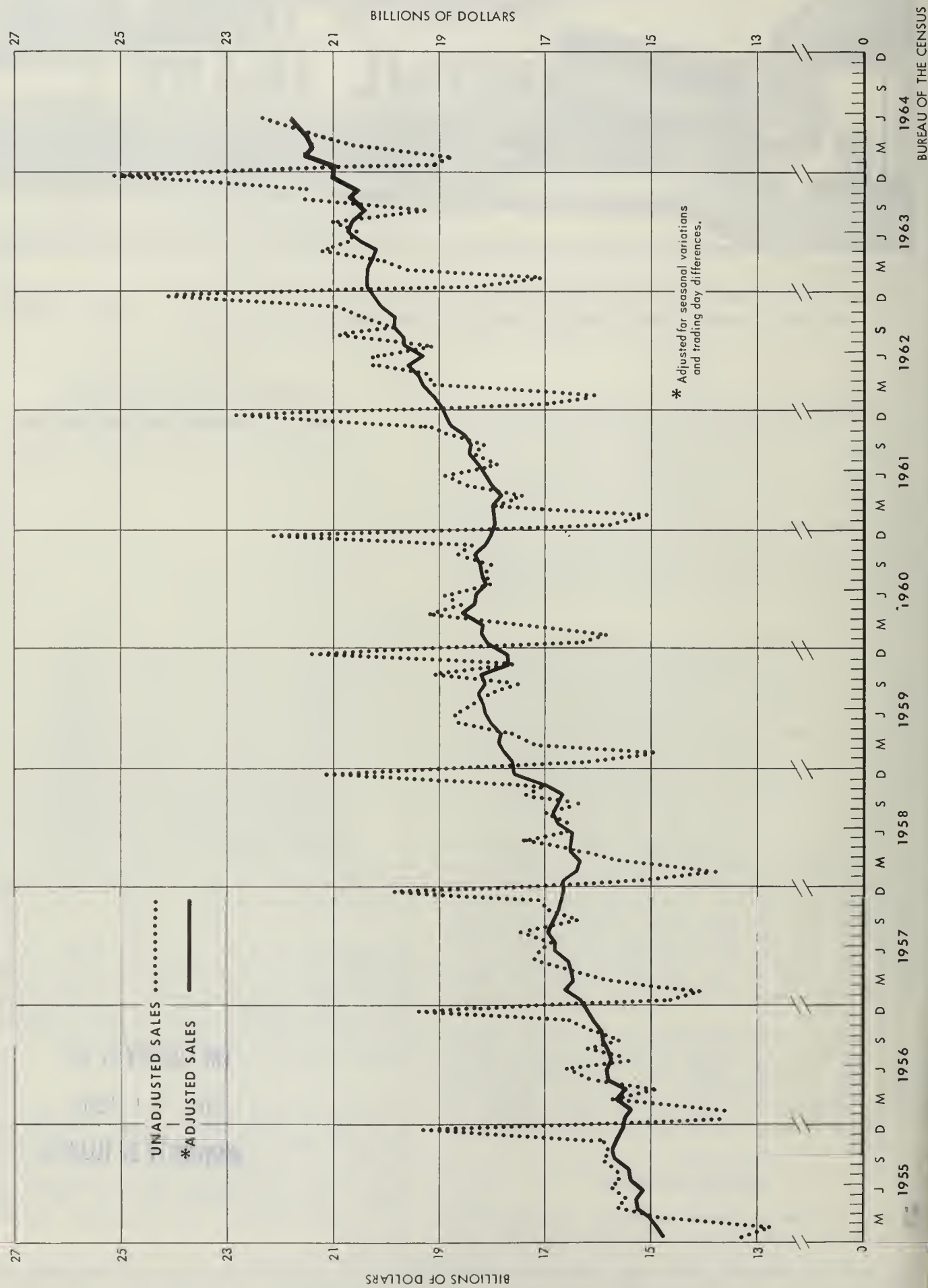


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: MAY 1964

(Millions of dollars)

Kind of business	1964						1963								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	19,154	18,758	20,502	21,186	22,471	21,228	20,731	20,540	21,018	19,267	21,528	21,494	25,104	102,071	96,743	
Durable-goods stores, total.....	6,031	6,122	6,741	7,360	7,675	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	33,929	31,731	
Nondurable-goods stores, total.....	13,123	12,636	13,761	13,826	14,796	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	68,142	65,012	
Food group.....	5,018	4,849	4,891	4,898	5,243	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	24,899	23,924	
Grocery stores.....	4,558	4,395	4,406	4,414	4,729	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	22,502	21,683	
Meat markets.....	133	125	129	123	124	132	124	131	132	118	123	124	133	634	625	
Bakery products stores.....	93	89	95	94	99	90	90	86	93	91	95	97	104	470	446	
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	7,504	7,034	
Eating places.....	990	964	1,045	1,092	1,177	1,098	1,127	1,159	1,202	1,070	1,083	1,028	1,054	5,268	4,886	
Restaurants, cafeterias, lunchrooms.....	831	811	869	895	947	882	896	925	972	870	892	855	883	4,353	4,040	
Drinking places.....	446	422	440	455	473	464	465	487	496	456	473	458	479	2,236	2,148	
General merchandise group.....	1,872	1,875	2,303	2,310	2,463	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,399	10,823	10,035	
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,638	1,677	1,791	1,646	1,656	1,512	1,757	1,646	1,734	1,956	3,165	7,770	7,185	
Department stores.....	1,094	1,069	1,336	1,366	1,456	1,325	1,340	1,212	1,408	1,340	1,404	1,590	2,625	6,321	5,763	
Variety stores.....	289	313	389	361	401	361	357	341	390	354	378	414	793	1,753	1,598	
Mail order houses (department store merchandise).....	140	146	178	179	173	160	141	148	183	172	197	248	307	816	741	
Apparel group.....	1,026	927	1,283	1,140	1,282	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	5,658	5,320	
Men's, boys' wear stores ²	208	176	206	204	237	218	239	200	209	203	218	254	471	1,031	992	
Men's, boys' clothing, furnishings stores.....	202	171	200	196	228	211	233	194	203	197	210	246	462	997	959	
Women's apparel, accessory stores ³	407	375	502	463	506	460	421	390	446	448	472	509	834	2,253	2,073	
Women's ready-to-wear stores.....	347	327	440	406	440	402	372	342	394	399	418	446	727	1,960	1,823	
Family clothing stores.....	187	178	247	262	301	229	224	196	238	231	247	282	472	1,175	1,035	
Shoe stores.....	177	156	266	211	238	210	202	179	212	214	197	202	295	1,048	986	
Furniture and appliance group.....	905	920	973	1,004	1,049	934	933	965	992	980	1,095	1,077	1,333	4,851	4,237	
Furniture, home furnishings stores.....	584	600	638	663	685	612	599	608	651	647	719	703	790	3,170	2,748	
Furniture stores.....	421	425	443	478	497	448	443	455	496	476	517	509	591	2,264	1,969	
Household appliance, TV, radio stores.....	321	320	335	341	364	322	334	357	341	333	376	374	543	1,681	1,489	
Household appliance dealers.....	228	229	241	244	262	240	252	271	256	247	273	270	393	1,204	1,086	
Lumber, building, hardware, farm equipment group.....	936	956	1,134	1,344	1,484	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	5,854	5,716	
Lumber yards, building materials dealers ⁴	536	542	616	721	796	828	819	876	911	842	897	771	608	3,211	3,193	
Lumber yards.....	355	366	403	473	517	551	555	600	632	582	608	515	396	2,114	2,118	
Hardware stores.....	176	167	182	217	250	240	231	224	227	213	222	231	308	992	991	
Automotive group.....	3,677	3,684	4,058	4,453	4,527	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	20,399	19,285	
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,215	4,271	4,060	3,865	3,746	3,288	2,779	4,148	3,712	3,377	19,326	18,282	
Passenger car dealers ⁵	3,404	3,412	3,734	4,077	4,127	3,905	3,715	3,608	3,151	2,677	4,042	3,613	3,291	18,754	17,642	
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,768	3,790	3,570	3,404	3,313	2,883	2,402	3,745	3,330	3,054	17,231	16,080	
Tire, battery, accessory dealers.....	189	179	211	238	256	241	261	257	241	211	239	237	313	1,073	1,003	
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,720	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	7,968	7,678	
Drug and proprietary stores.....	671	656	680	665	707	676	664	660	680	647	667	666	906	3,379	3,285	
Drug stores.....	652	636	657	643	683	655	640	636	655	622	643	643	871	3,271	3,187	
Liquor stores.....	433	427	434	446	488	458	450	474	489	437	466	510	724	2,228	2,109	
Data ADJUSTED for seasonal variations and trading day differences																
United States, total.....	21,000	21,533	21,223	21,392	21,743	20,200	20,486	20,719	20,666	20,426	20,716	20,558	21,019	106,891	101,587	
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,202	6,512	6,630	6,773	6,562	6,606	6,941	6,734	6,831	35,268	32,982	
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,541	13,688	13,856	13,946	14,104	13,820	13,775	13,824	14,188	71,623	68,605	
Food group.....	5,031	4,991	5,112	5,064	5,030	4,890	4,923	5,030	4,996	4,897	4,943	4,973	4,991	25,228	24,425	
Grocery stores.....	4,548	4,513	4,605	4,574	4,531	4,414	4,456	4,540	4,527	4,441	4,484	4,512	4,523	22,771	22,109	
Eating and drinking places.....	1,580	1,593	1,584	1,599	1,589	1,504	1,511	1,497	1,519	1,470	1,530	1,506	1,528	7,945	7,505	
General merchandise group.....	2,481	2,592	2,489	2,514	2,574	2,322	2,409	2,415	2,475	2,390	2,303	2,355	2,474	12,650	11,688	
Department stores.....	1,464	1,538	1,467	1,467	1,536	1,353	1,414	1,403	1,452	1,386	1,321	1,355	1,457	7,472	6,787	
Variety stores.....	410	408	404	421	422	380	389	385	387	386	390	381	397	2,065	1,884	
Mail order houses (department store mds.).....	181	197	188	192	190	163	174	185	189	181	173	183	184	948	855	
Apparel group.....	1,250	1,291	1,228	1,272	1,295	1,156	1,179	1,214	1,259	1,204	1,150	1,186	1,250	6,336	5,960	
Men's, boys' wear stores ²	231	246	233	241	247	221	222	239	247	238	217	224	239	1,198	1,152	
Women's apparel, accessory stores ³	497	505	477	504	502	447	471	475	480	465	451	463	482	2,485	2,273	
Shoe stores.....	220	214	226	219	228	203	199	202	209	198	196	205	222	1,107	1,051	
Furniture and appliance group.....	1,019	1,073	1,088	1,095	1,087	938	935	979	939	985	1,028	986	1,021	5,362	4,714	
Furniture, home furnishings stores.....	671	707	711	701	699	598	611	613	611	648	666	640	637	3,489	3,037	
Household appliance, TV, radio stores.....	348	366	377	394	388	340	324	366	328	337	362	346	384	1,873	1,677	
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,257	1,369	1,238	1,263	1,262	1,299	1,318	1,350	1,381	1,289	6,520	6,368	
Lumber yards, building materials dealers ⁴	730	779	727	707	749	738	750	746	771	761	764	754	716	3,692	3,435	
Hardware stores.....	219	228	209	205	223	202	212	212	221	214	222	240	236	1,084	1,089	
Automotive group.....	3,951	4,162	3,894	4,026	4,104	3,740	3,843	3,940	3,733	3,17	3,980	3,791	3,935	20,137	19,002	
Passenger car, other automotive dealers.....	3,711	3,925	3,646	3,788	3,864	3,515	3,607	3,709	3,512	3,495	3,748	3,556	3,685	18,934	17,883	
Tire, battery, accessory dealers.....	240	237	248	238	240	225	236	231	221	222	232	235	250	1,203	1,119	
Gasoline service stations.....	1,638	1,641	1,629	1,674	1,682	1,581	1,584	1,602	1,612	1,605	1,618	1,638	1,681	8,264	8,031	
Drug and proprietary stores.....	694	666	702	689	707	678	674	674	685	688	683	677	694	3,458	3,386	
Liquor stores.....	471	482	491	486	497	469	475	481	476	466	478	473	483	2,427	2,311	

¹ Preliminary estimates, see Explanatory Material, page 14.

r Revised.

² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: MAY 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	May 1964		5 mos. 1964 from 5 mos. 1963		May 1964		5 mos. 1964 from 5 mos. 1963
	May 1963	April 1964			May 1963	April 1964	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+6	+6	+6	Furniture and appliance group.....	+12	+4	+14
Durable-goods stores, total.....	+6	+4	+7	Furniture stores.....	+11	+4	+15
Nondurable-goods stores, total.....	+6	+7	+5	Floor coverings stores*.....	+8	-5	+23
Food group.....	+3	+7	+4	Household appliance, TV, radio stores.....	+13	+7	+13
Grocery stores.....	+3	+7	+4	Household appliance stores.....	+9	+7	+11
Meat markets.....	-6	+1	+1	TV, radio stores*.....	+24	+5	+18
Fruit stores, vegetable markets*.....	-4	+30	+11	Lumber, building, hardware, farm equipment group.....	+4	+10	+2
Candy, nut, confectionery stores*.....	-9	+6	-5	Lumber, building materials dealers.....	-4	+10	+1
Bakery products stores.....	+10	+5	+5	Lumber yards.....	-6	+9	0
Delicatessen stores*.....	-4	+9	+1	Paint, glass, wallpaper stores*.....	+3	+8	+6
Eating and drinking places.....	+6	+7	+7	Heating and plumbing equipment dealers*.....	-5	+11	+1
Eating places.....	+7	+8	+8	Hardware stores.....	+4	+15	0
Restaurants, cafeterias, lunchrooms.....	+7	+6	+8	Farm equipment dealers*.....	+24	+8	+8
Drinking places.....	+2	+4	+4	Automotive group.....	+5	+2	+6
General merchandise group.....	+8	+7	+8	Passenger car dealers.....	+6	+1	+6
Department stores and dry goods, general merchandise stores.....	+9	+7	+8	Passenger car dealers (franchised).....	+6	+1	+7
Department stores.....	+10	+7	+10	Tire, battery, accessory dealers.....	+6	+8	+7
Variety stores.....	+11	+11	+10	Gasoline service stations.....	+6	+6	+4
Mail order houses (department store merchandise).....	+8	-3	+10	Fuel fuel oil dealers*.....	-10	-32	-4
Apparel group.....	+10	+12	+6	Fuel dealers, except fuel oil*.....	-10	-27	-6
Men's, boys' clothing, furnishings stores.....	+8	+16	+4	Fuel oil dealers*.....	-14	-40	-3
Men's, boys' clothing stores*.....	+7	+16	+5	Drug and proprietary stores.....	+5	+6	+3
Men's, boys' furnishings stores*.....	+16	+19	+7	Drug stores.....	+4	+6	+3
Women's ready-to-wear stores.....	+9	+8	+8	Liquor stores.....	+7	+9	+6
Family clothing stores.....	+31	+15	+14	Jewelry stores*.....	+1	+28	+3
Women's apparel, accessory, specialty stores*..	+38	+16	+20	Florists*.....	+11	+45	+8
Shoe stores.....	+13	+13	+6	Book stores*.....	+21	-15	+35
				Stationery stores*.....	0	0	+1
				Music stores*.....	+17	0	+15
				Camera, photographic supply stores*.....	-3	+12	+2
				Optical goods stores*.....	0	+6	+12
				Typewriter stores*.....	-20	-14	-8

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+8	+2	+5	Furniture and appliance group.....	+16	-1	+14
Durable-goods stores, total.....	+11	+3	+7	Furniture, home furnishings stores.....	+17	0	+14
Nondurable-goods stores, total.....	+6	+1	+4	Household appliance, TV, radio stores.....	+14	-2	+12
Food group.....	+3	-1	+3	Lumber, building, hardware, farm equipment group.....	+11	+9	+2
Grocery stores.....	+3	-1	+3	Lumber, building materials dealers.....	+1	+6	+2
Eating and drinking places.....	+6	-1	+6	Hardware stores.....	+10	+9	0
General merchandise group.....	+11	+2	+8	Automotive group.....	+10	+2	+6
Department stores.....	+14	+5	+10	Passenger car and other automotive dealers....	+10	+2	+6
Variety stores.....	+11	0	+10	Tire, battery, accessory dealers.....	+7	+1	+8
Mail order houses (department store merchandise).....	+17	-1	+11	Gasoline service stations.....	+6	+6	+4
Apparel group.....	+12	+2	+6	Drug and proprietary stores.....	+5	+6	+3
Men's, boys' wear stores.....	+12	+2	+4	Liquor stores.....	+7	+9	+6
Women's apparel, accessory stores.....	+12	0	+9				
Shoe stores.....	+12	+4	+5				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MAY 1964

(Millions of dollars)

Kind of business	1964					1963								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
	Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	4,478	4,330	4,859	4,858	5,233	4,849	4,767	4,601	5,107	4,611	4,915	5,364	6,943	23,758	21,972
Durable-goods stores, total.....	310	315	359	390	421	384	385	388	389	365	412	411	501	1,795	1,618
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,812	4,465	4,382	4,213	4,718	4,246	4,503	4,953	6,442	21,963	20,354
Food group.....	2,139	2,035	2,026	2,028	2,184	2,123	2,006	1,974	2,193	1,877	2,018	2,192	2,142	10,412	9,955
Grocery stores ¹	2,086	1,982	1,970	1,975	2,125	2,063	1,950	1,915	2,137	1,825	1,965	2,140	2,081	10,138	9,679
Eating and drinking places.....	102	100	111	111	120	107	108	111	115	107	109	105	107	544	491
General merchandise group.....	1,262	1,246	1,564	1,592	1,696	1,491	1,516	1,415	1,641	1,526	1,615	1,843	2,995	7,360	6,479
Department stores and dry goods, general merchandise stores.....	909	871	1,105	1,148	1,232	1,070	1,106	1,011	1,176	1,105	1,149	1,307	2,113	5,265	4,592
Department stores.....	790	763	968	1,002	1,074	935	965	879	1,015	961	1,000	1,137	1,850	4,597	4,006
Variety stores.....	216	238	304	281	306	276	276	263	301	272	292	321	611	1,345	1,206
Apparel group.....	247	228	365	304	350	315	307	263	310	309	311	348	567	1,494	1,385
Men's, boys' wear stores ²	26	22	29	26	33	29	30	25	25	25	30	34	60	136	126
Women's apparel, accessory stores ³	97	95	147	132	148	135	130	115	138	128	131	152	246	619	567
Women's ready-to-wear stores.....	89	88	135	122	136	124	120	106	128	118	120	141	226	570	522
Shoe stores.....	73	66	119	86	100	90	87	71	84	93	83	83	133	444	424
Furniture and appliance group.....	78	83	96	92	103	91	92	91	98	94	102	108	128	452	402
Tire, battery, accessory dealers.....	75	72	82	96	106	97	103	102	94	83	93	94	132	431	397
Drug and proprietary stores.....	140	138	148	141	152	138	141	138	143	135	138	143	226	719	664
Liquor stores.....	91	93	98	97	102	100	95	99	105	92	102	111	171	481	458

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,089	5,111	5,126	5,105	5,165	4,730	4,848	4,914	4,983	4,871	4,809	4,922	5,043	25,596	23,701
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	1,955	1,964	1,992	2,007	1,970	1,993	2,015	2,017	10,143	9,758
Eating and drinking places.....	111	110	112	112	115	104	104	105	107	105	107	105	106	560	512
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,512	1,593	1,604	1,646	1,605	1,523	1,600	1,674	8,648	7,608
Department stores.....	1,057	1,090	1,075	1,049	1,110	939	990	995	1,035	1,000	932	993	1,050	5,381	4,681
Variety stores.....	318	318	319	329	320	285	297	295	294	297	298	296	305	1,604	1,442
Apparel group.....	336	337	326	343	348	309	311	324	341	316	298	310	326	1,690	1,557
Men's, boys' wear stores ²	31	33	29	31	34	29	28	33	33	31	29	27	29	158	145
Women's apparel, accessory stores ³	139	140	136	151	146	131	136	141	147	132	125	135	137	712	647
Shoe stores.....	94	90	98	91	95	85	83	82	90	87	84	83	92	468	452
Tire, battery, accessory dealers.....	99	98	96	96	99	88	93	92	88	89	91	92	99	488	447
Drug and proprietary stores.....	152	148	157	147	157	143	144	145	150	147	146	144	147	761	705

¹ Based on weekly sales figures converted to calendar month totals. May 1964 weekly sales (in millions of dollars) were as follows: For week ending May 2 = 478; May 9 = 467; May 16 = 465; May 23 = 459; May 30 = 455.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: MAY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1964					1963								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
	Data are NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	5,328	5,143	5,773	5,819	6,242	5,776	5,685	5,518	6,094	5,546	5,947	6,411	8,239	28,305	26,312
Food group.....	2,413	2,288	2,273	2,272	2,439	2,385	2,261	2,262	2,497	2,150	2,294	2,477	2,431	11,685	11,232
Grocery stores.....	2,334	2,211	2,190	2,192	2,355	2,302	2,184	2,179	2,417	2,074	2,217	2,401	2,343	11,282	10,851
Eating and drinking places.....	148	139	156	158	172	156	162	164	170	159	166	165	163	773	715
General merchandise group.....	1,372	1,368	1,708	1,734	1,848	1,643	1,669	1,550	1,799	1,672	1,773	2,019	3,275	8,030	7,162
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,277	1,367	1,196	1,237	1,126	1,312	1,231	1,285	1,455	2,349	5,858	5,127
Department stores.....	861	843	1,065	1,100	1,175	1,024	1,058	957	1,105	1,051	1,095	1,244	2,029	5,044	4,393
Drug and proprietary stores.....	165	162	172	163	177	167	169	167	176	165	168	172	266	839	799

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of businesses not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: MAY 1964
(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)							
Area	Percentage change in sales			Area	Percentage change in sales		
	May 1964 from--		5 mos. 1964 from 5 mos. 1963		May 1964 from--		5 mos. 1964 from 5 mos. 1963
	May 1963	April 1964			May 1963	April 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+7	+10	+8
Akron, Ohio.....	+4	+6	+8	New York City.....	+4	+8	+8
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	+2	+7	+2
Asheville, N. C.....	+6	+15	+4	Norfolk-Portsmouth, Va.....	+14	+12	+10
Atlanta, Ga.....	+9	+4	+9	Oklahoma City, Okla.....	+1	+4	+4
Augusta, Ga.....	+7	+17	+9	Omaha, Nebr.....	+10	+7	+6
Baltimore, Md.....	+10	+9	+11	Peoria, Ill.....	+3	+5	+3
Baton Rouge, La.....	+5	+10	+3	Philadelphia, Pa.....	+10	+14	+7
Binghamton, N. Y.....	-7	+6	-5	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	+9	+5	+4	Pittsburgh, Pa.....	+5	+2	+7
Boaton, Mass.....	+2	+6	+5	Portland, Oreg.....	-2	-1	+3
Buffalo, N. Y.....	+5	+5	+6	Reading, Pa.....	+16	+13	+10
Canton, Ohio.....	+4	+12	+7	Richmond, Va.....	+6	+14	+5
Chattanooga, Tenn.....	+7	+21	+9	Rochester, N. Y.....	+1	-13	+3
Chicago, Ill.....	+11	+9	+11	Sacramento, Calif.....	+10	+3	+16
Cincinnati, Ohio.....	+7	0	+10	St. Louis, Mo.....	-1	+9	+1
Cleveland, Ohio.....	+7	+6	+9	Salt Lake City, Utah.....	+1	+3	+4
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+10	+14	+8
Columbus, Ohio.....	+6	+1	+7	San Bernardino, Calif.....	NA	NA	NA
Corpus Christi, Tex.....	+3	+10	+1	San Diego, Calif.....	+3	-5	+9
Dallas, Tex.....	+8	+7	+10	Savannah, Ga.....	+6	+7	+8
Denver, Colo.....	+4	+6	+7	Seattle, Wash.....	-3	+8	-2
Des Moines, Iowa.....	+10	+4	+8	Shreveport, La.....	+5	+13	+3
Detroit, Mich.....	+12	+8	+14	South Bend, Ind.....	+2	+11	+2
El Paso, Tex.....	+10	+10	+8	Spokane, Wash.....	-2	+2	0
Erie, Pa.....	+9	+11	+7	Springfield, Mo.....	+7	+7	+6
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+4	+13	+4
Flint, Mich.....	+12	+8	+10	Syracuse, N. Y.....	0	-1	+2
Fort Wayne, Ind.....	-1	-9	+4	Tacoma, Wash.....	-6	-4	-1
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+2	-3	+7
Grand Rapids, Mich.....	+5	+1	+8	Toledo, Ohio.....	+5	0	+6
Houston, Tex.....	+15	+3	+15	Trenton, N. J.....	+13	+15	+11
Indianapolis, Ind.....	-3	+3	+2	Tulsa, Okla.....	+6	+9	+5
Jacksonville, Fla.....	+19	+13	+19	Utica-Rome, N. Y.....	NA	NA	NA
Kansas City, Mo.....	+6	+12	+7	Waco, Tex.....	+10	+10	+10
Knoxville, Tenn.....	+8	+22	+7	Washington, D. C.....	+14	+11	+12
Lancaster, Pa.....	+7	+10	+7	Wheeling, W. Va.....	+2	+12	+2
Lexington, Ky.....	+14	-4	+12	Wichita, Kans.....	+10	+16	+7
Los Angeles, Long Beach, Calif.....	+6	-5	+10	Worcester, Mass.....	+1	-3	+7
Los Angeles, Long Beach, Calif.....	+11	+1	+10	Youngstown, Ohio.....	+9	+2	+9
Louisville, Ky.....	+5	+27	+5	CITIES			
Macon, Ga.....				Bridgeport, Conn.....	+3	+27	+1
Memphis, Tenn.....	0	+7	+6	Bristol, Tenn.-Va.....	+3	+11	+3
Miami, Fla.....	+9	-3	+13	Duluth, Minn.-Superior, Wis.....	+6	+16	+4
Milwaukee, Wis.....	+3	-1	+5	Minneapolis, Minn.....	+8	+4	+8
Mobile, Ala.....	+6	+19	+1	Oakland-Berkeley, Calif.....	-6	-2	-3
New Orleans, La.....	+2	+1	+8	Portsmouth, Ohio.....	+8	+10	+7
				Rome, Ga.....	+2	+10	+6
				St. Paul, Minn.....	+21	-7	+18
				San Francisco, Calif.....	0	-2	NA
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: MAY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964					1963										Percentage change, May 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1963	Apr. 1964		
TOTAL ACCOUNTS RECEIVABLE																	
United States, total.....	14,628	14,123	14,335	14,638	15,308	13,634	13,799	13,781	14,016	13,990	14,269	14,361	15,484	+12	+5		
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,447	6,160	6,339	6,457	6,559	6,532	6,588	6,456	6,626	+5	+4		
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,861	7,474	7,460	7,324	7,457	7,458	7,681	7,905	8,858	+19	+5		
Food group.....	352	346	344	336	333	342	341	349	364	335	353	348	354	-3	-1		
Grocery stores.....	288	283	290	282	281	291	292	298	305	300	293	289	293	-3	0		
Eating and drinking places.....	84	85	86	87	92	74	78	71	74	60	70	84	89	+24	+6		
General merchandise group.....	4,943	4,723	4,792	4,912	5,221	4,228	4,325	4,287	4,371	4,452	4,592	4,762	5,423	+23	+6		
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	4,005	3,227	3,288	3,274	3,336	3,381	3,521	3,641	4,164	+24	+6		
Department stores.....	3,385	3,167	3,241	3,343	3,572	2,853	2,914	2,904	2,971	3,000	3,124	3,240	3,730	+25	+7		
Mail order houses (department store mdse.)...	972	960	977	983	1,039	836	868	846	868	899	918	952	1,062	+24	+6		
Apparel group.....	1,062	962	986	986	1,031	892	879	837	855	898	941	953	1,186	+16	+5		
Women's ready-to-wear stores.....	454	424	459	465	467	418	400	371	379	406	422	421	512	+12	0		
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,072	2,067	2,031	2,005	2,026	2,035	2,042	2,061	2,278	0	+1		
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,562	1,575	1,543	1,528	1,555	1,573	1,565	1,551	1,716	-1	0		
Furniture stores.....	1,511	1,457	1,411	1,405	1,416	1,446	1,426	1,401	1,433	1,426	1,419	1,394	1,532	-2	+1		
Household appliance, TV, radio stores.....	523	523	524	499	510	492	488	477	471	462	477	510	562	+4	+2		
Household appliance dealers.....	461	459	461	437	447	428	434	429	413	403	413	446	490	+4	+2		
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,682	1,810	1,943	1,854	1,925	2,050	2,117	2,076	2,097	1,932	1,778	+5	+7		
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,370	1,283	1,345	1,445	1,510	1,498	1,520	1,441	1,300	+7	+5		
Lumber yards.....	883	873	857	945	975	962	1,014	1,098	1,134	1,104	1,114	1,046	948	+3	+3		
Automotive group.....	1,481	1,442	1,460	1,488	1,559	1,408	1,456	1,510	1,462	1,457	1,514	1,538	1,560	+11	+5		
Passenger car dealers ³	992	955	954	997	1,023	936	943	1,011	944	974	1,020	1,028	1,048	+9	+3		
Passenger car dealers (franchised).....	914	881	887	909	935	861	869	910	878	880	952	957	980	+9	+3		
Tire, battery, accessory dealers.....	462	460	472	465	503	442	479	500	485	483	461	482	479	+14	+8		
Gasoline service stations.....	451	439	461	457	469	472	471	448	456	452	467	469	442	-1	+3		
Other retail stores.....	2,394	2,352	2,423	2,507	2,588	2,297	2,293	2,224	2,291	2,205	2,193	2,214	2,374	+13	+3		
CHARGE ACCOUNTS																	
United States, total.....	7,409	7,126	7,221	7,431	7,739	7,202	7,147	7,157	7,264	7,178	7,381	7,381	7,826	+7	+4		
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,543	3,390	3,478	3,594	3,669	3,654	3,774	3,658	3,622	+5	+4		
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,196	3,812	3,669	3,563	3,595	3,524	3,607	3,723	4,204	+10	+4		
Food group.....	341	334	333	326	323	331	329	339	349	337	340	336	342	-2	-1		
General merchandise group.....	1,039	958	916	905	958	918	885	846	839	855	857	910	1,160	+4	+6		
Department stores and dry goods, general merchandise stores.....	950	871	835	823	874	821	781	745	740	750	768	819	1,065	+6	+6		
Department stores.....	844	765	721	705	751	705	684	652	647	656	661	710	950	+7	+7		
Apparel group.....	748	666	689	694	731	632	617	598	609	648	681	697	873	+16	+5		
Furniture and appliance group.....	667	648	639	634	640	629	631	612	630	626	652	677	760	+2	+1		
Furniture, home furnishing stores.....	486	466	461	478	482	483	475	464	480	484	490	498	562	0	+1		
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,490	1,625	1,742	1,655	1,730	1,845	1,912	1,876	1,914	1,761	1,606	+5	+7		
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,314	1,221	1,286	1,385	1,448	1,437	1,460	1,386	1,246	+8	+5		
Lumber yards.....	848	840	822	910	941	915	968	1,051	1,089	1,061	1,073	1,009	911	+3	+3		
Automotive group.....	882	858	849	855	891	817	813	844	809	818	885	884	902	+9	+4		
Passenger car dealers (franchised).....	641	620	607	624	637	579	572	594	572	577	632	638	662	+10	+2		
Gasoline service stations.....	439	430	447	444	456	463	461	438	447	441	455	455	429	-2	+3		
INSTALLMENT ACCOUNTS																	
United States, total.....	7,219	6,997	7,114	7,207	7,569	6,432	6,652	6,624	6,752	6,812	6,888	6,980	7,658	+18	+5		
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,904	2,770	2,861	2,863	2,890	2,878	2,814	2,798	3,004	+5	+3		
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,665	3,662	3,791	3,761	3,862	3,934	4,074	4,182	4,654	+27	+6		
General merchandise group.....	3,904	3,765	3,876	4,007	4,263	3,310	3,440	3,441	3,532	3,597	3,735	3,852	4,263	+29	+6		
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,131	2,406	2,507	2,529	2,596	2,631	2,753	2,822	3,099	+30	+6		
Department stores.....	2,541	2,402	2,520	2,638	2,821	2,148	2,230	2,252	2,324	2,344	2,463	2,530	2,780	+31	+7		
Apparel group.....	314	296	297	292	300	260	262	239	246	250	260	256	313	+15	+3		
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,432	1,438	1,400	1,393	1,396	1,409	1,390	1,384	1,518	0	+1		
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,080	1,092	1,068	1,064	1,075	1,089	1,075	1,053	1,154	-1	0		
Household appliance, TV, radio stores.....	343	341	346	343	352	346	332	329	321	320	315	331	364	+2	+3		
Lumber, building, hardware, farm equip. group..	166	179	192	185	201	199	195	205	205	200	183	171	172	+1	+9		
Automotive group.....	599	584	611	633	668	591	643	666	653	639	629	654	658	+13	+6		
Tire, battery, accessory dealers.....	267	265	271	278	299	249	289	299	296	290	255	276	282	+20	+8		

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: MAY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

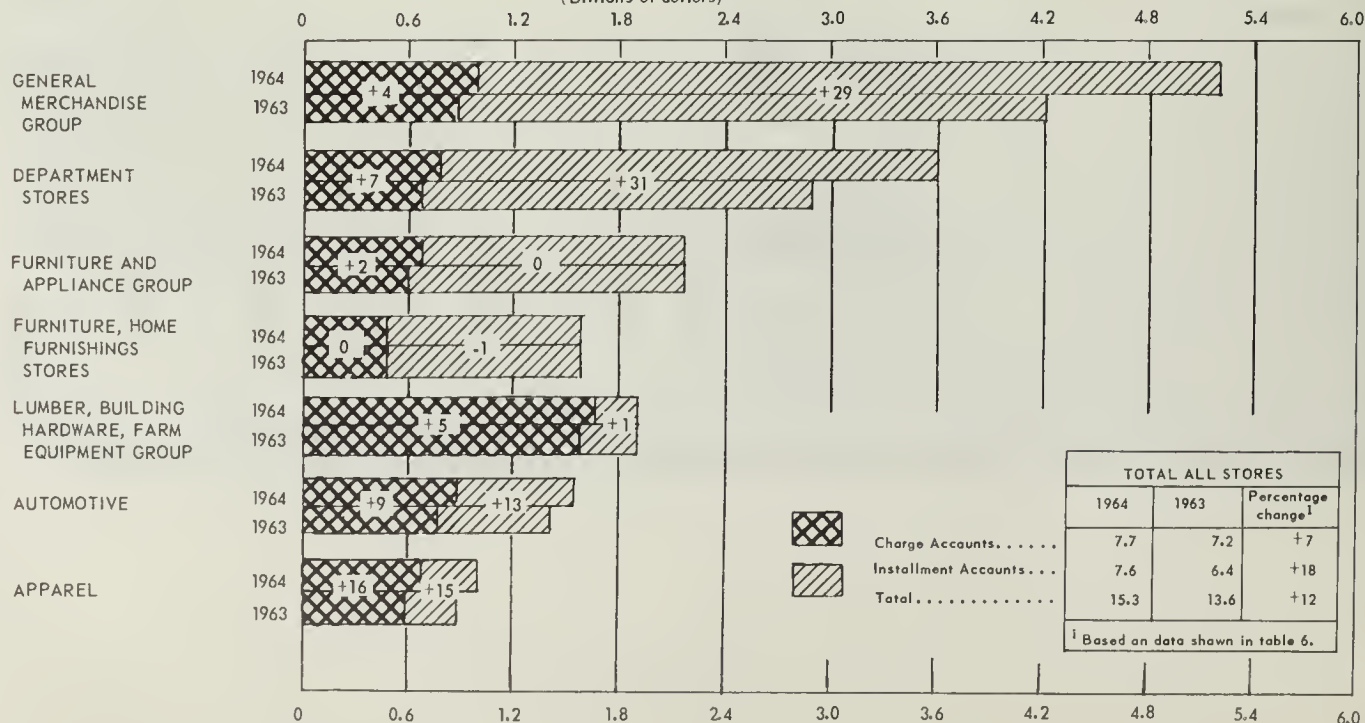
Kind of business	1964					1963										Percentage change, May 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May. 1963	Apr. 1964		
TOTAL ACCOUNTS RECEIVABLE																	
United States, total.....	5,207	5,012	5,078	5,177	5,480	4,468	4,606	4,605	4,789	4,846	4,923	5,072	5,591	+23	+6		
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,207	1,112	1,150	1,161	1,218	1,211	1,172	1,186	1,222	+9	+4		
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,273	3,356	3,456	3,444	3,571	3,635	3,751	3,886	4,369	+27	+6		
General merchandise group.....	3,587	3,433	3,495	3,595	3,846	2,953	3,058	3,065	3,187	3,255	3,365	3,488	3,904	+30	+7		
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	3,014	2,321	2,401	2,405	2,508	2,552	2,654	2,744	3,095	+30	+7		
Department stores.....	2,524	2,369	2,449	2,533	2,710	2,077	2,149	2,153	2,256	2,280	2,375	2,455	2,779	+30	+7		
Apparel group.....	264	247	250	253	249	224	227	215	215	223	229	235	294	+11	-2		
Furniture and appliance group.....	365	368	374	358	363	332	332	329	334	339	349	375	375	+9	+1		
Tire, battery, accessory dealers.....	270	268	273	283	305	268	299	307	306	301	266	282	288	+14	+8		
CHARGE ACCOUNTS																	
United States, total.....	1,055	983	956	940	1,001	923	928	906	955	957	954	975	1,116	+8	+6		
Durable-goods stores, total.....	309	290	290	305	320	296	315	321	369	363	357	350	331	+8	+5		
Nondurable-goods stores, total.....	746	693	666	635	681	627	613	585	586	594	597	625	785	+9	+7		
General merchandise group.....	457	411	381	360	396	359	352	330	338	350	346	368	489	+10	+10		
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	323	310	289	295	306	306	329	449	+10	+11		
Department stores.....	383	344	315	293	326	296	284	266	274	283	284	302	418	+10	+11		
Apparel group.....	125	116	118	118	121	105	106	107	99	105	108	107	138	+15	+3		
Furniture and appliance group.....	41	44	44	42	40	37	39	37	37	37	39	40	43	+8	-5		
INSTALLMENT ACCOUNTS																	
United States, total.....	4,152	4,029	4,122	4,237	4,479	3,545	3,678	3,699	3,834	3,889	3,969	4,097	4,475	+26	+6		
Durable-goods stores, total.....	871	863	862	854	887	816	835	840	849	848	815	836	891	+9	+4		
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,592	2,729	2,843	2,859	2,985	3,041	3,154	3,261	3,584	+32	+6		
General merchandise group.....	3,130	3,022	3,114	3,235	3,450	2,594	2,706	2,735	2,849	2,905	3,019	3,120	3,415	+33	+7		
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,659	1,998	2,091	2,116	2,213	2,246	2,348	2,415	2,646	+33	+6		
Department stores.....	2,141	2,025	2,134	2,240	2,384	1,781	1,865	1,887	1,982	1,997	2,091	2,153	2,361	+34	+6		
Apparel group.....	139	131	132	135	128	119	121	108	116	118	121	128	156	+8	-5		
Furniture and appliance group.....	324	324	330	316	323	295	293	295	292	297	300	309	332	+9	+2		

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--MAY 1964 AND MAY 1963

(Billions of dollars)



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

9

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Cameras, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.5
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES-- UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II stores in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS—SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES—JANUARY 1963--DECEMBER 1964

Kind of business	1964												1963											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	96.0	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	95.9	92.5	110.3	101.9	107.4
Nondurable-goods stores, total..	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	100.2	97.0	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.4	103.8	105.5	109.4	110.5	104.5	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	83.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	72.9	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	NA	NA	NA	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	NA	NA	NA	NA	NA
Tire, battery, accessory dealers..	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	99.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.8	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.8	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCO	Average duration of run			
									CI	I	C	MCO
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.77	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCO (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCO the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar. etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCO is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCO greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCO moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCO span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCO moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

—
OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

FIRST CLASS MAIL

81

33/102

p

Census



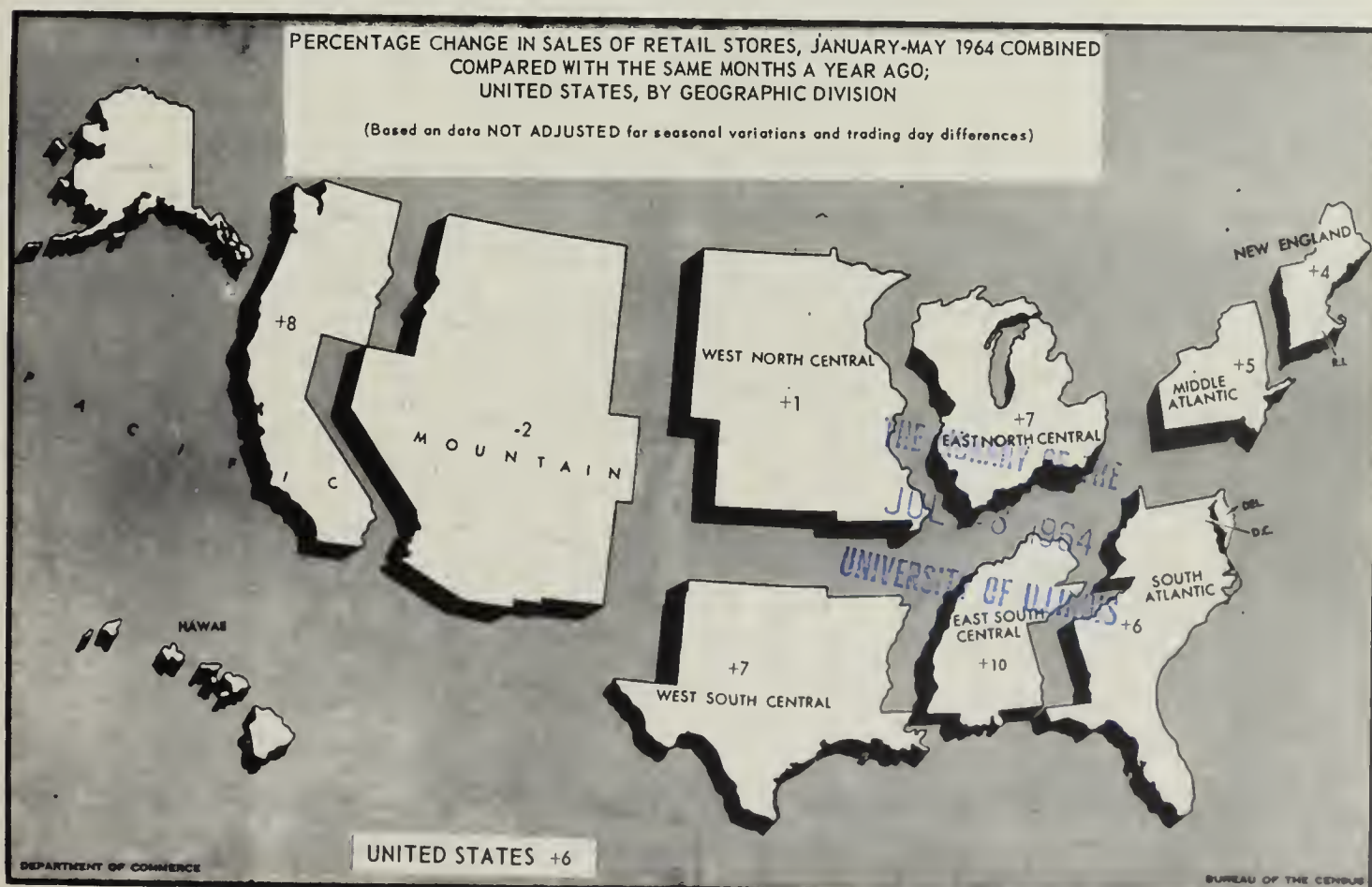
For release
July 16, 1964

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

BR-64-5-Supp.

Retail Sales: May 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)



For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: MAY 1963 TO MAY 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964					1963								Percentage change		
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-May 1964 from-- Jan.-May 1963	May 1964 from--	
															May 1963	Apr. 1964
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,471	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104	+6	+6	+6
Durable-goods stores, total....	6,031	6,122	6,741	7,360	7,675	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208	+7	+6	+4
Nondurable-goods stores, total..	13,123	12,636	13,761	13,826	14,796	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896	+5	+6	+7
Food group.....	5,018	4,849	4,891	4,898	5,243	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194	+4	+3	+7
Grocery stores.....	4,558	4,395	4,406	4,414	4,729	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	+4	+3	+7
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533	+7	+6	+7
GAP ² , total.....	3,803	3,722	4,559	4,454	4,794	4,375	4,326	4,083	4,603	4,416	4,703	5,113	7,904	+9	+10	+8
General merchandise group.....	1,872	1,875	2,303	2,310	2,463	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,399	+8	+8	+7
Department stores.....	1,094	1,069	1,336	1,366	1,456	1,325	1,340	1,212	1,408	1,340	1,408	1,590	2,625	+10	+10	+7
Apparel group.....	1,026	927	1,283	1,140	1,282	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172	+6	+10	+12
Furniture and appliance group....	905	920	973	1,004	1,049	934	933	965	992	980	1,095	1,077	1,333	+14	+12	+4
Lumber, bldg., hdve., farm equip. grp.	936	956	1,134	1,344	1,484	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185	+2	+4	+10
Automotive group.....	3,677	3,684	4,058	4,453	4,527	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690	+6	+5	+2
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,720	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713	+4	+6	+6
Drug and proprietary stores.....	671	656	680	665	707	676	664	660	680	647	667	666	906	+3	+5	+6
THE NORTHEASTERN STATES, TOTAL.....	4,933	4,766	5,283	5,370	5,695	5,494	5,287	5,213	5,262	4,837	5,390	5,492	6,595	+5	+4	+6
Durable-goods stores, total....	1,356	1,348	1,553	1,714	1,808	1,760	1,632	1,598	1,458	1,257	1,679	1,595	1,685	+5	+3	+5
Nondurable-goods stores, total..	3,577	3,418	3,730	3,656	3,887	3,734	3,655	3,615	3,804	3,580	3,711	3,897	4,910	+4	+4	+6
Food group.....	1,435	1,373	1,385	1,381	1,480	1,422	1,381	1,434	1,482	1,318	1,367	1,426	1,459	+5	+4	+7
Grocery stores.....	1,208	1,152	1,152	1,159	1,242	1,189	1,153	1,167	1,243	1,094	1,142	1,196	1,205	+5	+4	+7
Eating and drinking places.....	423	409	447	466	497	477	493	507	524	472	485	454	467	+6	+4	+7
GAP ² , total.....	1,036	997	1,246	1,181	1,303	1,220	1,213	1,099	1,217	1,210	1,280	1,413	2,208	+7	+7	+10
General merchandise group.....	447	435	537	529	569	554	562	503	567	559	588	674	1,106	+5	+3	+8
Department stores.....	280	263	333	330	356	346	350	295	339	347	358	409	697	+5	+3	+8
Apparel group.....	340	306	439	376	437	389	390	320	362	388	425	700		+6	+12	+16
Furniture and appliance group....														+9	+7	+8
Lumber, bldg., hdve., farm equip. grp.																+16
Automotive group.....	284	276	301	307	326	304	305	325	322	298	303	300	308	+4	+7	+6
Gasoline service stations.....	153	146	151	146	153	151	152	154	159	152	154	154	203	+1	+1	+5
Drug and proprietary stores.....																
THE NORTH CENTRAL STATES, TOTAL.....	5,516	5,397	5,872	6,254	6,668	6,294	6,216	6,110	6,237	5,819	6,616	6,510	7,347	+5	+6	+7
Durable-goods stores, total....	1,713	1,737	1,918	2,198	2,240	2,138	2,150	2,132	1,996	1,899	2,437	2,172	2,121	+7	+5	+2
Nondurable-goods stores, total..	3,803	3,660	3,954	4,056	4,428	4,156	4,066	3,978	4,241	3,920	4,179	4,338	5,226	+5	+7	+9
Food group.....	1,390	1,360	1,356	1,359	1,464	1,411	1,401	1,368	1,456	1,303	1,379	1,449	1,446	+4	+4	+8
Grocery stores.....	1,276	1,253	1,246	1,248	1,340	1,289	1,281	1,256	1,335	1,193	1,261	1,329	1,319	+4	+4	+7
Eating and drinking places.....	436	410	440	458	495	473	480	491	507	463	475	450	452	+8	+5	+8
GAP ² , total.....	1,091	1,064	1,300	1,310	1,386	1,264	1,263	1,191	1,357	1,324	1,402	1,548	2,309	+10	+10	+6
General merchandise group.....	585	590	724	735	781	717	717	655	777	735	771	887	1,386	+9	+9	+6
Department stores.....	342	337	419	444	468	425	407	384	455	436	449	512	832	+11	+10	+5
Apparel group.....	259	227	307	295	329	298	286	257	298	289	298	351	553	+5	+10	+12
Furniture and appliance group....	247	247	269	280	276	249	260	279	282	300	333	310	370	+17	+11	-1
Lumber, bldg., hdve., farm equip. grp.	350	348	401	489	533	519	535	535	555	584	622	536	467	+6	+3	+9
Automotive group.....	977	993	1,103	1,291	1,283	1,217	1,206	1,177	1,013	846	1,315	1,157	1,030	+4	+5	-1
Gasoline service stations.....	501	475	502	521	557	526	531	541	547	505	542	529	570	+2	+6	+7
Drug and proprietary stores.....	205	197	198	191	209	199	193	198	203	199	206	209	278	+2	+5	+9
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,170	5,691	5,523	5,443	5,663	5,102	5,668	5,640	6,575	+7	+8	+6
Durable-goods stores, total....	1,767	1,860	2,067	2,163	2,297	2,038	1,972	1,911	1,845	1,692	2,056	1,907	1,999	+10	+13	+6
Nondurable-goods stores, total..	3,423	3,311	3,635	3,646	3,873	3,653	3,551	3,532	3,818	3,410	3,612	3,733	4,576	+5	+6	+6
Food group.....	1,308	1,255	1,266	1,282	1,364	1,347	1,316	1,325	1,428	1,232	1,307	1,364	1,357	+3	+1	+6
Grocery stores.....	1,247	1,196	1,201	1,212	1,298	1,280	1,251	1,259	1,360	1,177	1,247	1,306	1,290	+3	+1	+7
Eating and drinking places.....	306	301	323	345	360	329	329	344	351	309	316	308	319	+9	+9	+4
GAP ² , total.....	986	982	1,232	1,188	1,292	1,139	1,109	1,065	1,226	1,122	1,195	1,277	2,007	+10	+13	+9
General merchandise group.....	491	500	626	624	679	593	579	548	642	566	617	676	1,104	+9	+15	+9
Department stores.....	241	238	311	312	309	290	287	270	316	285	308	346	564	+7	+7	-1
Apparel group.....	272	254	361	304	330	305	284	277	333	310	327	349	586	+7	+8	+9
Furniture and appliance group....	223	228	245	260	283	241	246	240	251	246	251	252	317	+14	+17	+9
Lumber, bldg., hdve., farm equip. grp.	250	266	344	396	431	388	358	365	361	340	371	332	283	+3	+11	+c
Automotive group.....	1,160	1,210	1,314	1,355	1,411	1,256	1,224	1,169	1,085	955	1,295	1,169	1,140	+10	+12	+4
Gasoline service stations.....	471	444	477	486	514	474	480	497	514	469	473	466	490	+7	+8	+6
Drug and proprietary stores.....	181	180	188	186	195	187	182	175	179	167	172	173	229	+3	+4	+5
THE WEST, TOTAL.....	3,515	3,424	3,645	3,753	3,938	3,749	3,711	3,774	3,856	3,509	3,854	3,852	4,587	+5	+5	+5
Durable-goods stores, total....	1,195	1,177	1,203	1,285	1,330	1,303	1,290	1,335	1,257	1,151	1,427	1,311	1,403	+5	+2	+4
Nondurable-goods stores, total..	2,320	2,247	2,442	2,468	2,608	2,446	2,421	2,439	2,599	2,358	2,427	2,541	3,184	+5	+7	+6
Food group.....	885	861	884	876	935	886	859	876	952	831	857	914	932	+4	+6	+7
Grocery stores.....	827	794	807	795	849	820	798	820	890	774	799	858	865	+3	+4	+7
Eating and drinking places.....	271	266	275	278	298	283	290	304	316	282	280	274	295	+5	+5	+7
GAP ² , total.....	690	679	781	775	813	752	741	728	803	760	826	875	1,380	+10	+8	+5
General merchandise group.....	349	350	416	422	434	414	408	402	458	415	441	491	803	+7	+5	+3
Department stores.....														+14	+12	+5
Apparel group.....	155	140	176	165	186	171	167	156	174	174	178	183	333	+7	+9	+13
Furniture and appliance group....														+20	+16	+c
Gasoline service stations.....														+2	0	+7
Drug and proprietary stores.....														+7	+8	+6

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: MAY 1963 TO MAY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964						1963								Percentage change		
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-May 1964 from-- Jan.-May 1963	May 1964 from--		
														Jan. 1963	May 1963	Apr. 1964	
New England Division, total.....	1,238	1,162	1,272	1,313	1,389	1,348	1,311	1,311	1,325	1,170	1,289	1,336	1,662	+4	+3	+6	
Durable-goods stores.....	376	357	417	477	508	472	449	423	392	318	412	401	469	+11	+8	+6	
Nondurable-goods stores.....	862	805	855	836	881	876	862	888	933	852	877	935	1,193	+1	+1	+5	
Food group.....	340	317	318	318	348	345	338	368	370	317	321	342	347	+1	+1	+9	
GAF ² , total.....	230	218	263	256	277	272	270	240	282	256	266	313	505	+4	+2	+8	
General merchandise group.....	C													-5	-5	-8	
Middle Atlantic Division, total....	3,695	3,604	4,011	4,057	4,306	4,146	3,976	3,902	3,937	3,667	4,101	4,156	4,933	+5	+4	+6	
Durable-goods stores.....	980	991	1,136	1,237	1,300	1,288	1,183	1,175	1,066	939	1,267	1,194	1,216	+3	+1	+5	
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,006	2,858	2,793	2,727	2,871	2,728	2,834	2,962	3,717	+5	+5	+7	
GAF ² , total.....	806	779	983	925	1,026	948	943	859	935	954	1,014	1,100	1,703	+7	+8	+11	
General merchandise group.....	357	351	430	421	452	431	436	390	432	440	465	528	861	+8	+5	+7	
East North Central Division, total.	3,931	3,886	4,247	4,497	4,797	4,427	4,366	4,289	4,401	4,095	4,657	4,619	5,283	+7	+8	+7	
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,578	1,470	1,478	1,474	1,365	1,283	1,676	1,473	1,472	+9	+7	+1	
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,219	2,957	2,888	2,815	3,036	2,812	2,981	3,146	3,811	+6	+9	+10	
Food group.....	1,044	1,039	1,034	1,033	1,115	1,049	1,035	1,007	1,080	964	1,017	1,081	1,085	+6	+6	+8	
GAF ² , total.....	801	785	968	970	1,024	920	919	866	998	970	1,027	1,149	1,717	+12	+11	+6	
General merchandise group.....	427	433	536	541	573	515	516	469	562	535	563	661	1,024	+13	+11	+6	
West North Central Division, total.	1,585	1,511	1,625	1,757	1,871	1,867	1,850	1,821	1,836	1,724	1,959	1,891	2,064	+1	0	+6	
Durable-goods stores.....	534	527	561	640	662	668	672	658	631	616	761	699	649	+1	-1	+3	
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,209	1,199	1,178	1,163	1,205	1,108	1,198	1,192	1,415	+1	+1	+8	
Food group.....	346	321	322	326	349	362	366	361	376	339	362	368	361	-2	-4	+7	
GAF ² , total.....	290	279	332	340	362	344	344	325	359	354	375	399	592	+4	+5	+6	
General merchandise group.....	158	157	188	194	208	202	201	186	215	200	208	226	362	+1	+3	+7	
South Atlantic Division, total....	2,523	2,505	2,789	2,828	2,980	2,776	2,700	2,637	2,749	2,438	2,740	2,775	3,273	+6	+7	+5	
Durable-goods stores.....	821	861	976	1,028	1,084	967	936	908	860	780	975	914	942	+9	+12	+5	
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,896	1,809	1,764	1,729	1,889	1,658	1,765	1,861	2,331	+4	+5	+5	
GAF ² , total.....	490	501	637	601	653	565	563	531	615	571	596	651	1,037	+8	+16	+9	
General merchandise group.....	250	257	328	321	347	306	302	281	332	291	315	351	579	+6	+13	+8	
East South Central Division, total.	963	982	1,092	1,114	1,186	1,061	1,019	994	1,055	983	1,093	1,075	1,248	+10	+12	+6	
Nondurable-goods stores.....	628	614	677	689	744	694	648	651	707	658	698	713	856	+7	+7	+8	
Food group.....	C													+5	+3	+7	
GAF ² , total.....	185	184	236	236	256	224	209	201	234	219	236	246	378	+12	+14	+8	
General merchandise group.....	97	97	121	124	138	117	112	108	123	115	126	135	216	+13	+18	+11	
West South Central Division, total.	1,704	1,684	1,821	1,867	2,004	1,854	1,804	1,812	1,859	1,681	1,835	1,790	2,054	+7	+8	+7	
Durable-goods stores.....	C													+6	+7	+9	
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,233	1,150	1,139	1,152	1,222	1,094	1,149	1,159	1,389	+6	+7	+7	
Food group.....	C													+1	0	+6	
GAF ² , total.....	311	297	359	351	383	350	337	333	378	332	363	380	592	+10	+9	+4	
General merchandise group.....	144	146	177	179	194	170	165	159	187	160	176	190	309	+13	+14	+8	
Mountain Division, total.....	765	711	762	795	852	877	878	944	936	839	912	902	1,010	-2	-3	+7	
Nondurable-goods stores.....	511	484	529	527	552	581	578	596	625	555	550	566	692	-3	-5	+5	
Food group.....	C													-1	-2	+6	
GAF ² , total.....	133	129	151	150	159	153	145	147	162	148	160	167	270	+9	+4	+6	
General merchandise group.....	66	66	83	84	86	88	81	80	93	76	82	91	155	+6	-2	+2	
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,086	2,872	2,833	2,830	2,920	2,670	2,942	2,950	3,577	+8	+7	+4	
Durable-goods stores.....	941	950	970	1,017	1,030	1,007	990	987	946	867	1,065	975	1,085	+7	+2	+1	
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,056	1,865	1,843	1,843	1,974	1,803	1,877	1,975	2,492	+8	+10	+6	
Food group.....	684	666	686	689	736	683	658	673	733	634	655	702	719	+5	+8	+7	
GAF ² , total.....	557	550	630	625	654	599	596	581	641	612	666	708	1,110	+10	+9	+5	

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of businesses not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: MAY 1963 TO MAY 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964					1963								Percentage change		
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-May 1964	May 1964 from--	
														Jan.-May 1963	May 1963	April 1964
California.....	2,154	2,109	2,195	2,260	2,369	2,204	2,156	2,140	2,192	2,011	2,248	2,277	2,783	+7	+7	+5
Illinois.....	1,143	1,131	1,276	1,336	1,432	1,290	1,235	1,193	1,234	1,172	1,332	1,386	1,602	+7	+11	+7
Massachusetts.....	586	561	630	665	684	662	636	606	607	549	607	631	778	+4	+3	+3
Michigan.....	853	823	884	952	1,014	947	936	945	953	859	981	973	1,109	+6	+7	+7
New Jersey.....	697	699	802	808	866	780	752	749	735	675	780	782	920	+8	+11	+7
New York.....	1,910	1,839	2,028	2,036	2,159	2,075	1,992	1,940	1,997	1,892	2,081	2,110	2,493	+5	+4	+6
Ohio.....	986	977	1,063	1,115	1,183	1,100	1,087	1,088	1,135	1,074	1,212	1,182	1,340	+7	+8	+6
Pennsylvania.....	1,088	1,066	1,181	1,213	1,281	1,291	1,232	1,213	1,205	1,100	1,240	1,264	1,520	+2	-1	+6
Texas.....	1,010	1,021	1,113	1,129	1,209	1,149	1,104	1,088	1,130	1,013	1,107	1,074	1,228	+4	+5	+7

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: MAY 1963 TO MAY 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964						1963								Percentage change		
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-May 1964 from-- Jan.-May 1963	May 1964 from--		
														May 1963	April 1964		
Standard Consolidated Areas ²																	
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	998	913	884	837	869	818	928	963	1,145	+6	+9	+6	
GAF ³	C						C								+10	+13	+5
New York-Northeastern N. J., total.....	1,708	1,666	1,846	1,829	1,940	1,864	1,778	1,693	1,693	1,635	1,838	1,869	2,216	+4	+4	+6	
GAF ³	412	395	488	456	513	457	461	413	445	484	505	537	813	+9	+12	+13	
Standard Metropolitan Statistical Areas ²																	
Chicago, Ill., total.....	758	742	853	877	927	841	810	765	797	753	847	894	1,071	+7	+10	+6	
GAF ³	C						C								+11	+14	+5
Detroit, Mich., total.....							C							+6	+5	+6	
GAF ³	C						C								+24	+25	+11
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,065	978	953	965	989	918	1,039	1,064	1,337	+9	+9	+4	
GAF ³	C						C								+15	+15	+6
New York, N. Y., total.....	1,229	1,195	1,308	1,282	1,355	1,312	1,250	1,204	1,220	1,191	1,312	1,345	1,603	+4	+3	+6	
GAF ³	C						C								+10	+14	+12
Philadelphia, Pa., total.....							C							+9	+9	+7	
GAF ³	C						C								+9	+8	+13

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.

² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.

³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹

A = 0 to 3.5 percent
B = 3.6 to 7.0 percent
C = 7.1 to 10.5 percent

Percent change over 2 consecutive months²

a = 0 to 1.5 percent
b = 1.6 to 3.0 percent
c = 3.1 to 4.5 percent

- ¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.
- ² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	b	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

USCOMM--DC

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233
OFFICIAL BUSINESS
FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



For release
June 10, 1964

MAY 1964

CB-64-343

The U. S. Department of Commerce announced today that total sales of retail stores in May were estimated at \$22.4 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes, was about one and one-half percent above April 1964 and about 7 percent above May 1963.

The Office of Business Economics noted that after adjustment, the appreciable increase in sales from April to May occurred mostly at nondurable goods stores, with the largest relative gains in apparel and general merchandise. Durable goods sales in May were maintained at April's high rate. Based on the full sample, seasonally adjusted sales of all retail stores in April were almost 1 percent higher than the March level.

The May sales figures are based on a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,500 retail firms which, in total, operate some 48,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger sample group which furnishes figures at a later date. The advance estimates are subject to revision by the estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.7 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.7 percent for the food group to 3.0 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR MAY 1964

Table 1. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal variations or trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1964		1963
	May ¹	April ²	May
Retail stores, total ³	22,439	21,183	21,228
Durable-goods stores, total ³	7,503	7,361	7,339
Nondurable-goods stores, total ³	14,936	13,822	13,899
Food group.....	5,278	4,928	5,666
Grocery stores.....	4,743	4,433	4,578
Eating and drinking places.....	1,629	1,534	1,562
General merchandise group.....	2,506	2,322	2,278
Department stores.....	1,433	1,363	1,325
Apparel group.....	1,330	1,140	1,161
Furniture and appliance group.....	1,033	1,011	934
Lumber, building, hardware, farm equip. group	1,393	1,342	1,422
Automotive group.....	4,495	4,446	4,301
Gasoline service stations.....	1,742	1,631	1,626
Drug and proprietary stores.....	696	657	676

See footnotes below table 2.

Source: Bureau of the Cen

Table 2. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(ADJUSTED for seasonal variations and trading day differences⁴)

Kind-of-business group	Percentage change, May 1964 from--		Sales (millions of dollars)				Per cent change April from--
	Apr. 1964	May 1963	1964			1963	Mar. 1964
			May ¹	Apr. ²	Mar.	Apr.	
Retail stores, total ³	+1	+7	21,694	21,399	21,263	20,276	+1
Durable-goods stores, total ³ ...	0	+8	7,030	7,014	6,939	6,646	+1
Nondurable-goods stores, total ³	+2	+7	14,664	14,385	14,324	13,630	0
Food group.....				5,097	5,152	4,864	-1
Eating and drinking places.....				1,586	1,584	1,518	0
General merchandise group.....				2,529	2,489	2,301	+2
Apparel group.....				1,272	1,228	1,166	+4
Furniture and appliance group.....				1,104	1,088	945	+1
Lumber, building, hardware, farm equipment group.....				1,254	1,277	1,290	-2
Automotive group.....				4,020	3,894	3,824	+3
Gasoline service stations.....				1,688	1,629	1,594	+4
Drug and proprietary stores.....				681	702	677	-3

¹ Advance sample estimates.

² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately.

⁴ Data adjusted for seasonal variations and trading day differences.



For release
August 10, 1964

BR-64-6

Retail Sales and End-of-Month Accounts Receivable: June 1964

SALES

Total sales of all retail stores in the United States during June 1964 were estimated at \$22.1 billion, 2 percent below sales for May 1964 but 7 percent above June 1963. After adjustment for seasonal variations and trading day differences, but not for price changes, June sales amounted to \$21.7 billion, little changed from May 1964 but 6 percent above June 1963. Adjusted June sales of durable-goods stores decreased 3 percent from May 1964 but were 5 percent higher than June 1963. Adjusted sales of nondurable-goods stores were 1 percent higher than May 1964 and 6 percent above June 1963.

Based on adjusted data, a comparison with May 1964 in the durable-goods stores category showed decreases in the automotive group (-7%) and in the lumber, building, hardware, farm equipment group (-3%), and an increase in the furniture and appliance group (+3%). In the nondurable-goods stores category, month-to-month increases were reported by the food group (+3%), and the apparel group (+2%) while the eating and drinking places, and the general merchandise group increased (+1%) each.

In the durable-goods stores category, a comparison of adjusted data for June 1964 with those for June 1963, reflects increases in the furniture and appliance group (+19%) and lumber, building, hardware, farm equipment group (+5%). The automotive group remained virtually unchanged. In the nondurable-goods stores category, all major kind-of-business groups reported year-to-year increases with the apparel group increasing (+12%), general merchandise group (+8%), eating and drinking places (+6%), and food group (+5%).

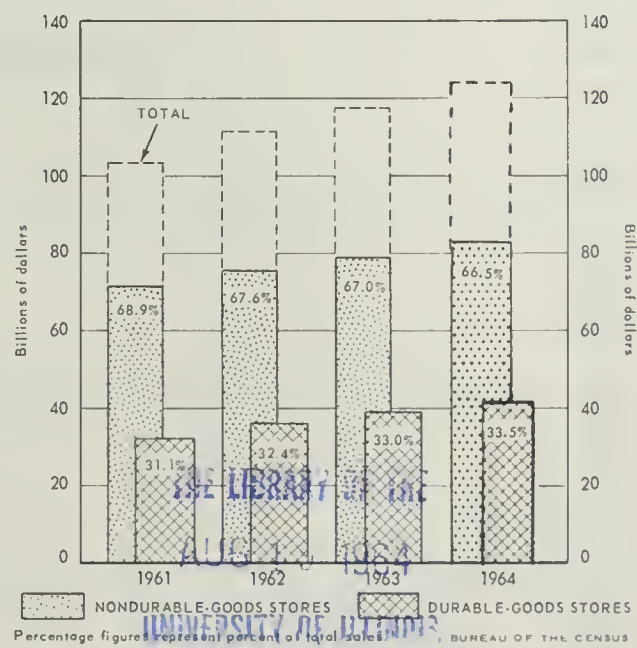
Unadjusted cumulative sales of all retail stores for the first six months of 1964 amounted to \$124.2 billion, 6 percent above the first six months of 1963. On an adjusted basis, all major kind-of-business groups increased. Major increases were reported by the furniture and appliance group (+14%), general merchandise group (+8%), apparel group (+7%), eating and drinking places (+6%) and automotive group (+5%).

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.1 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES— FIRST SIX MONTHS-1961 THROUGH 1964

[Not adjusted for seasonal variations or trading day differences]



by customers as of June 30, 1964. Based on data not adjusted for seasonal variations or price changes, this total was 1 percent below the May 1964 level but 9 percent higher than the \$13.8 estimated as of June 30, 1963. Year-to-year increases were reported in both the installment account balances (+12%) and in the charge account balances (+7%).

Total receivable balances of durable-goods stores as of June 30, 1964, were 1 percent above the balances for May 1964, and 3 percent higher than those outstanding at the end of June last year. Nondurable-goods stores reflected a 2 percent decrease in total credit outstanding from the May 31, 1964 level but a 15 percent increase from the total reported for June 1963.

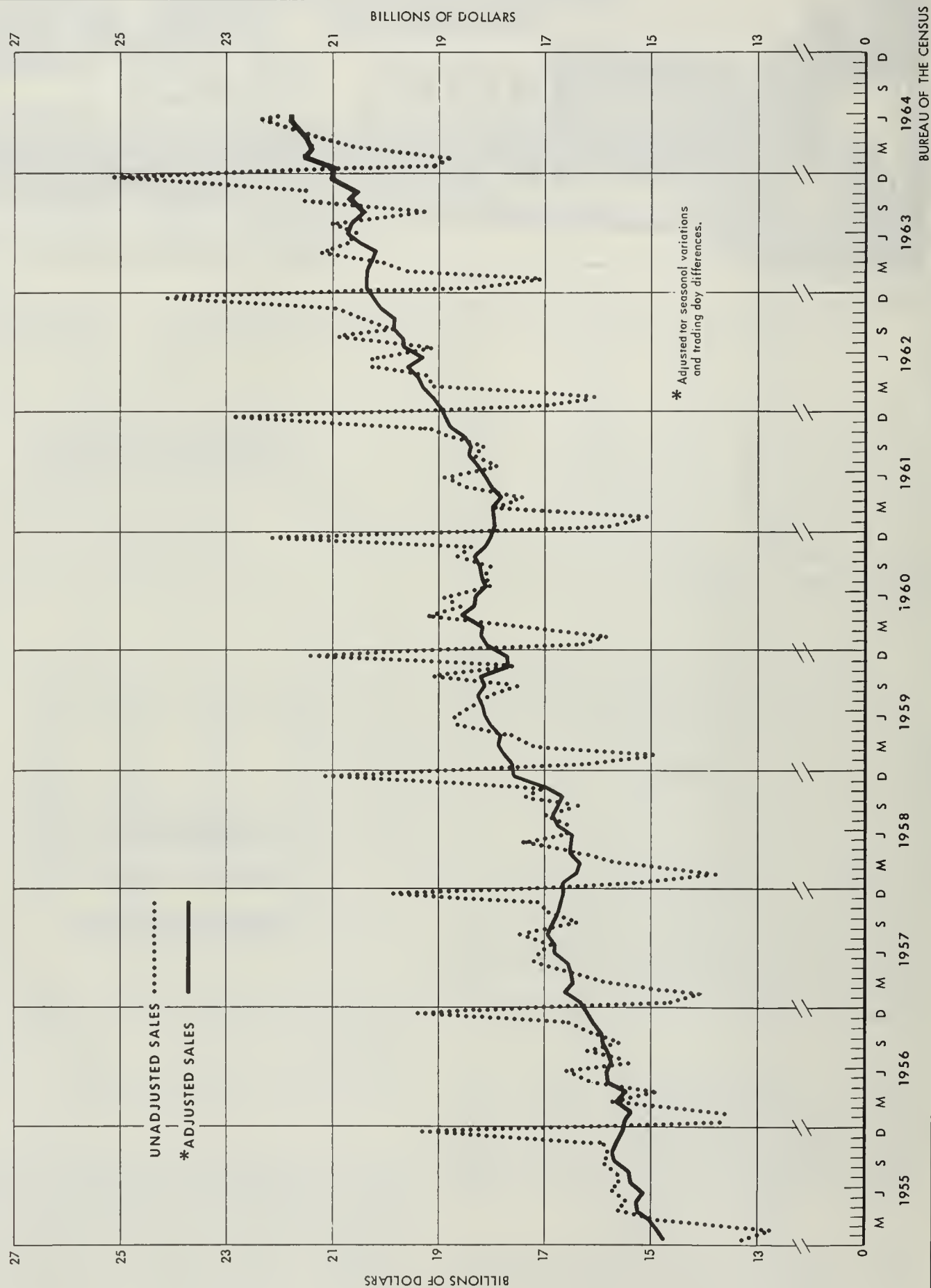


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1964

(Millions of dollars)

Kind of business	1964												1963												Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963											
	Data NOT ADJUSTED for seasonal variations or trading day differences																									
United States, total.....	19,154	18,758	20,502	21,186	22,508	22,141	20,737	20,540	21,018	19,267	21,528	21,494	25,104	124,249	11,480											
Durable-goods stores, total.....	6,031	6,122	6,741	7,360	7,693	7,682	7,044	6,976	6,556	5,999	7,599	6,985	7,208	41,622	38,715											
Nondurable-goods stores, total.....	13,123	12,636	13,761	13,826	14,815	14,459	13,693	13,564	14,462	13,268	13,929	14,509	17,896	82,620	7,765											
Food group.....	5,018	4,849	4,891	4,898	5,248	5,087	4,957	5,003	5,318	4,684	4,910	5,153	5,194	29,991	28,881											
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	27,090	26,166											
Meat markets.....	133	125	129	123	127	124	124	131	132	118	123	124	133	761	849											
Bakery products stores.....	93	89	95	94	96	94	90	86	93	91	95	97	104	561	536											
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,693	1,592	1,646	1,698	1,526	1,556	1,486	1,533	9,197	8,626											
Eating places.....	990	964	1,045	1,092	1,179	1,221	1,127	1,159	1,202	1,070	1,083	1,028	1,054	6,491	6,013											
Restaurants, cafeterias, lunchrooms.....	831	811	869	895	942	960	896	925	972	870	892	855	883	5,308	4,936											
Drinking places.....	446	422	440	455	471	472	465	487	496	456	473	458	479	2,706	2,613											
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,479	2,266	2,108	2,444	2,275	2,417	2,728	4,399	13,318	12,301											
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,638	1,677	1,800	1,801	1,656	1,512	1,757	1,646	1,734	1,956	3,165	9,580	8,841											
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,470	1,340	1,212	1,408	1,340	1,404	1,590	2,625	7,798	7,103											
Variety stores.....	289	313	389	361	399	398	357	341	390	354	378	414	793	2,149	1,955											
Mail order houses (department store merchandise).....	140	146	178	179	173	170	141	148	183	172	197	248	307	986	882											
Apparel group.....	1,026	927	1,283	1,140	1,282	1,237	1,127	1,010	1,167	1,161	1,191	1,308	2,172	6,895	6,447											
Men's, boys' wear stores ²	208	176	206	204	240	254	239	200	209	203	218	254	471	1,288	1,231											
Men's, boys' clothing, furnishings stores.....	202	171	200	196	231	246	233	194	203	197	210	246	462	1,246	1,192											
Women's apparel, accessory stores ³	407	375	502	463	506	468	421	390	446	448	472	509	834	2,721	2,434											
Women's ready-to-wear stores.....	347	327	440	406	440	402	372	342	394	399	418	446	727	2,362	2,195											
Family clothing stores.....	187	178	247	262	252	242	224	196	238	231	247	282	472	1,368	1,259											
Shoe stores.....	177	156	266	211	233	222	202	179	212	214	197	202	295	1,265	1,188											
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	933	965	992	980	1,095	1,077	1,333	5,957	5,170											
Furniture, home furnishings stores.....	584	600	638	663	685	725	599	608	651	647	719	703	790	3,895	3,437											
Furniture stores.....	421	425	443	478	497	535	443	455	496	476	517	509	591	2,799	2,412											
Household appliance, TV, radio stores.....	321	320	335	341	358	387	334	357	341	333	376	374	543	2,062	1,823											
Household appliance dealers.....	228	229	241	244	263	287	252	271	256	247	273	270	393	1,492	1,338											
Lumber, building, hardware, farm equipment group.....	936	956	1,134	1,344	1,484	1,554	1,417	1,451	1,462	1,431	1,526	1,340	1,185	7,408	7,133											
Lumber yards, building materials dealers ⁴	536	542	616	721	801	872	819	876	911	842	897	771	610	4,088	4,012											
Lumber yards.....	355	366	403	473	525	570	555	600	632	582	608	515	396	2,692	2,673											
Hardware stores.....	176	167	182	217	246	247	231	224	227	213	222	231	308	1,235	1,222											
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,355	4,126	4,003	3,529	2,990	4,387	3,949	3,690	24,778	23,411											
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,215	4,289	4,079	3,865	3,746	3,288	2,779	4,148	3,712	3,377	23,423	22,147											
Passenger car dealers ⁵	3,404	3,412	3,734	4,077	4,141	3,927	3,715	3,608	3,151	2,677	4,042	3,613	3,291	22,695	21,357											
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,768	3,809	3,626	3,404	3,313	2,883	2,402	3,745	3,330	3,054	20,876	19,484											
Tire, battery, accessory dealers.....	189	179	211	238	262	276	261	257	241	211	239	237	313	1,355	1,264											
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,740	1,659	1,712	1,730	1,599	1,649	1,625	1,713	9,696	9,337											
Drug and proprietary stores.....	671	656	680	665	713	709	664	660	680	647	667	666	906	4,094	3,949											
Drug stores.....	652	636	657	643	689	685	640	636	655	622	643	643	871	3,962	3,827											
Liquor stores.....	433	427	434	446	485	472	450	474	489	437	466	510	724	2,697	2,559											
Data ADJUSTED for seasonal variations and trading day differences																										
United States, total.....	21,000	21,533	21,223	21,392	21,777	21,675	20,486	20,719	20,666	20,426	20,716	20,558	21,019	128,600	122,073											
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,218	6,969	6,630	6,773	6,562	6,606	6,941	6,734	6,831	42,253	39,612											
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,559	14,706	13,856	13,946	14,104	13,820	13,775	13,824	14,188	86,347	82,461											
Food group.....	5,031	4,991	5,112	5,064	5,034	5,175	4,923	5,030	4,996	4,897	4,943	4,973	4,991	30,407	29,348											
Grocery stores.....	4,548	4,513	4,605	4,574	4,540	4,670	4,456	4,540	4,527	4,441	4,484	4,512	4,521	27,450	26,585											
Eating and drinking places.....	1,580	1,593	1,584	1,599	1,589	1,605	1,511	1,497	1,519	1,470	1,530	1,506	1,528	9,550	9,016											
General merchandise group.....	2,481	2,592	2,489	2,514	2,589	2,607	2,409	2,415	2,475	2,390	2,303	2,355	2,474	15,272	14,097											
Department stores.....	1,464	1,538	1,467	1,467	1,543	1,521	1,414	1,403	1,452	1,386	1,321	1,355	1,457	9,000	8,201											
Variety stores.....	410	408	404	421	420	430	389	385	387	386	394	381	397	2,493	2,273											
Mail order houses (department store mds.).....	181	197	188	192	190	200	174	185	189	181	173	183	184	1,148	1,029											
Apparel group.....	1,250	1,291	1,228	1,272	1,295	1,320	1,179	1,214	1,259	1,204	1,150	1,186	1,250	7,696	7,139											
Men's, boys' wear stores ²	231	240	233	241	250	244	223	239	247	238	217	224	239	1,445	1,374											
Women's apparel, accessory stores ³	497	505	477	504	502	525	471	479	480	465	451	463	488	3,010	2,744											
Shoe stores.....	220	214	226	219	223	223	199	207	209	198	194	205	223	1,325	1,258											
Furniture and appliance group.....	1,019	1,073	1,088	1,095	1,080	1,108	935	979	939	985	1,028	980	1,021	6,463	6,049											
Furniture, home furnishings stores.....	671	707	711	701	699	725	611	613	611	648	666	640	637	4,214	3,948											
Household appliance, TV, radio stores.....	348	366	377	394	381	383	324	366	328	337	362	340	384	2,249	2,091											
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,295	1,370	1,332	1,263	1,265	1,299	1,318	1,354	1,381	1,287	7,853	7,631											
Lumber yards, building materials dealers ⁴	730	774	727	707	754	759	750	744	771	761	762	754	716	4,456	4,385											
Hardware stores.....	219	228	209	205	220	224	213	213	221	214	221	241	230	1,397	1,301											
Automotive group.....	3,751	4,162	3,894	4,028	4,126	3,850	3,848	3,949	3,749	3,719	3,980	3,791	3,885	24,115	22,845											
Passenger car, other automotive dealers.....	3,711	3,924	3,646	3,788	3,880	3,617	3,607	3,707	3,511	3,493	3,749	3,565	3,684	22,544	21,484											
Tire, battery, accessory dealers.....	240	238	248	239	246	239	236	232	238	226	231	215	201	1,448	1,371											
Gasoline service stations.....	1,638	1,641	1,629	1,674	1,670	1,669	1,584	1,602	1,612	1,609	1,618	1,638	1,681	9,921	9,613											
Drug and proprietary stores.....	694	684	702	687	713	726	674	674	685	688	683	677	694	4,190	4,060											
Liquor stores.....	471	482	491	480	495	503	474	481	479	466	478	475	483	2,928	2,790											

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	June 1964 from--		6 mos. 1964 from 6 mos. 1963		June 1964 from--		6 mos. 1964 from 6 mos. 1963
	June 1963	May 1964			June 1963	May 1964	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+7	-2	+6	Furniture and appliance group.....	+19	+7	+15
Durable-goods stores, total.....	+9	0	+7	Furniture stores.....	+21	+8	+16
Nondurable-goods stores, total.....	+6	-2	+5	Floor coverings stores*.....	+25	+9	+23
Food group.....	+3	-3	+4	Household appliance, TV, radio stores.....	+16	+8	+13
Grocery stores.....	+2	-3	+4	Household appliance stores.....	+14	+9	+12
Meat markets.....	0	-2	+2	TV, radio stores*.....	+22	+5	+17
Fruit stores, vegetable markets*.....	+2	+4	+9	Lumber, building, hardware, farm equipment group.....	+10	+5	+4
Candy, nut, confectionery stores*.....	+6	-4	-3	Lumber, building materials dealers.....	+6	+9	+2
Bakery products stores.....	+4	-2	+5	Lumber yards.....	+3	+9	+1
Delicatessen stores*.....	0	0	+1	Paint, glass, wallpaper stores*.....	+5	+5	+5
Eating and drinking places.....	+6	+3	+7	Heating and plumbing equipment dealers*.....	+12	+23	+3
Eating places.....	+8	+4	+8	Hardware stores.....	+7	0	+1
Restaurants, cafeterias, lunchrooms.....	+7	+2	+8	Farm equipment dealers*.....	+19	0	+10
Drinking places.....	+2	0	+4	Automotive group.....	+6	-4	+6
General merchandise group.....	+9	0	+8	Passenger car dealers.....	+6	-5	+6
Department stores and dry goods, general merchandise stores.....	+9	0	+8	Passenger car dealers (franchised).....	+7	-5	+7
Department stores.....	+10	0	+10	Tire, battery, accessory dealers.....	+6	+5	+7
Variety stores.....	+11	0	+10	Gasoline service stations.....	+5	+2	+4
Mail order houses (department store merchandise).....	+21	-2	+12	Fuel oil dealers*.....	+11	-6	-3
Apparel group.....	+10	-4	+7	Fuel dealers, except fuel oil*.....	-1	-4	-6
Men's, boys' clothing, furnishings stores.....	+6	+6	+5	Fuel oil dealers*.....	+24	-7	-1
Men's, boys' clothing stores*.....	+3	+6	+5	Drug and proprietary stores.....	+7	-1	+4
Men's, boys' furnishings stores*.....	+17	+9	+10	Drug stores.....	+7	-1	+4
Women's ready-to-wear stores.....	+8	-9	+8	Liquor stores.....	+5	-3	+5
Family clothing stores.....	+8	-4	+9	Jewelry stores*.....	+12	+4	+6
Women's apparel, accessory, specialty stores*.....	+30	0	+18	Florists*.....	+4	-28	+6
Shoe stores.....	+10	-5	+6	Book stores*.....	+51	+19	+37
				Stationery stores*.....	+10	+2	+2
				Music stores*.....	+22	+9	+16
				Camera, photographic supply stores*.....	+4	+7	+2
				Optical goods stores*.....	+18	+11	+14
				Typewriter stores*.....	-28	0	-10

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+6	0	+5	Furniture and appliance group.....	+19	+3	+14
Durable-goods stores, total.....	+5	-3	+7	Furniture, home furnishings stores.....	+19	+4	+16
Nondurable-goods stores, total.....	+6	+1	+5	Household appliance, TV, radio stores.....	+18	+1	+12
Food group.....	+5	+3	+4	Lumber, building, hardware, farm equipment group.....	+5	-3	+3
Grocery stores.....	+5	+3	+3	Lumber, building materials dealers.....	+1	+1	+2
Eating and drinking places.....	+6	+1	+6	Hardware stores.....	+6	+2	0
General merchandise group.....	+8	+1	+8	Automotive group.....	0	-7	+5
Department stores.....	+8	-1	+10	Passenger car and other automotive dealers....	0	-7	+5
Variety stores.....	+11	+2	+10	Tire, battery, accessory dealers.....	+1	-3	+7
Mail order houses (department store merchandise).....	+15	+5	+12	Gasoline service stations.....	+5	0	+3
Apparel group.....	+12	+2	+7	Drug and proprietary stores.....	+8	+2	+3
Men's, boys' wear stores.....	+10	-2	+5	Liquor stores.....	+6	+2	+5
Women's apparel, accessory stores.....	+11	+5	+10				
Shoe stores.....	+12	0	+6				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1964

(Millions of dollars)															
Kind of business	1964						1963							Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May	June	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,478	4,330	4,859	4,858	5,233	5,107	4,767	4,601	5,107	4,611	4,915	5,364	6,943	28,865	26,739
Durable-goods stores, total.....	310	315	359	390	421	450	385	388	389	365	412	411	501	2,245	2,003
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,812	4,657	4,382	4,213	4,718	4,246	4,503	4,953	6,442	26,620	24,736
Food group.....	2,139	2,035	2,026	2,028	2,184	2,041	2,006	1,974	2,193	1,877	2,018	2,192	2,142	12,453	11,961
Grocery stores.....	2,086	1,982	1,970	1,975	2,125	1,981	1,950	1,915	2,137	1,825	1,965	2,140	2,081	12,119	11,629
Eating and drinking places.....	102	100	111	111	120	131	108	111	115	107	109	105	107	675	599
General merchandise group.....	1,262	1,246	1,564	1,592	1,696	1,698	1,516	1,415	1,641	1,526	1,615	1,843	2,995	9,058	7,995
Department stores and dry goods, general merchandise stores.....	909	871	1,105	1,148	1,232	1,232	1,106	1,011	1,176	1,105	1,149	1,307	2,113	6,497	5,698
Department stores.....	790	763	968	1,002	1,074	1,075	965	879	1,015	961	1,000	1,137	1,850	5,672	4,971
Variety stores.....	216	238	304	281	306	304	276	263	301	272	292	321	611	1,649	1,482
Apparel group.....	247	228	365	304	350	335	307	263	310	309	311	348	567	1,829	1,692
Men's, boys' wear stores.....	26	22	29	26	33	32	30	25	25	25	30	34	60	168	156
Women's apparel, accessory stores.....	97	95	147	132	148	144	130	115	138	128	131	152	246	763	697
Women's ready-to-wear stores.....	89	88	135	122	136	132	120	106	128	118	120	141	206	702	642
Shoe stores.....	73	66	119	86	100	94	87	71	84	93	83	83	133	538	511
Furniture and appliance group.....	78	83	96	92	103	105	92	91	98	94	102	108	128	557	494
Tire, battery, accessory dealers.....	75	72	82	96	106	115	103	102	94	83	93	94	132	546	500
Drug and proprietary stores.....	140	138	148	141	152	152	141	138	143	135	138	143	226	871	805
Liquor stores.....	91	93	98	97	102	97	95	99	105	92	102	111	171	578	555

Data ADJUSTED for seasonal variations and trading day differences																
United States, total.....	5,089	5,111	5,126	5,105	5,165	5,240	4,848	4,914	4,983	4,871	4,809	4,922	5,043	30,836	28,549	
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	2,066	1,964	1,992	2,007	1,970	1,993	2,015	2,017	12,209	11,722	
Eating and drinking places.....	111	110	112	112	115	127	104	105	107	105	107	105	106	687	616	
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,759	1,593	1,604	1,646	1,605	1,523	1,600	1,674	10,407	9,201	
Department stores.....	1,057	1,090	1,075	1,049	1,110	1,087	990	995	1,035	1,000	932	993	1,050	6,468	5,671	
Variety stores.....	318	318	319	329	320	324	297	295	294	297	298	296	305	1,928	1,739	
Apparel group.....	336	337	326	343	348	349	311	324	341	316	298	310	326	2,039	1,868	
Men's, boys' wear stores ²	31	33	29	31	34	32	28	33	33	31	29	27	29	190	173	
Women's apparel, accessory stores ³	139	140	136	151	146	153	136	141	147	132	125	135	137	865	783	
Shoe stores.....	94	90	98	91	95	91	83	82	90	87	84	83	92	559	535	
Tire, battery, accessory dealers.....	99	98	96	96	99	100	93	92	88	89	91	92	99	588	540	
Drug and proprietary stores.....	152	148	157	147	157	156	144	145	150	147	146	144	147	917	849	

¹ Based on weekly sales figures converted to calendar month totals. June 1964 weekly sales (in millions of dollars) were as follows: For week ending June 6 = 495; June 13 = 472; June 20 = 476; June 27 = 466.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JUNE 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)															
Kind of business	1964						1963							Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
United States, total.....	5,328	5,143	5,773	5,819	6,253	6,100	5,685	5,518	6,094	5,546	5,947	6,411	8,239	34,416	31,997
Food group.....	2,413	2,288	2,273	2,272	2,444	2,292	2,261	2,262	2,497	2,150	2,294	2,477	2,431	13,982	13,493
Grocery stores.....	2,334	2,211	2,190	2,197	2,359	2,205	2,184	2,179	2,417	2,074	2,217	2,401	2,343	13,491	13,035
Eating and drinking places.....	148	139	156	158	171	183	162	164	170	159	166	165	163	955	877
General merchandise group.....	1,372	1,368	1,708	1,734	1,849	1,859	1,669	1,550	1,799	1,672	1,773	2,019	2,275	9,890	8,831
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,277	1,369	1,379	1,237	1,136	1,312	1,231	1,285	1,455	2,349	7,239	6,364
Department stores.....	861	843	1,065	1,100	1,178	1,188	1,058	957	1,105	1,051	1,095	1,244	2,029	6,235	5,451
Drug and proprietary stores.....	165	162	172	163	180	182	169	167	176	165	168	172	266	1,024	948

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: JUNE 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	June 1964 from--		6 mos. 1964 from 6 mos. 1963		June 1964 from--		6 mos. 1964 from 6 mos. 1963
	June 1963	May 1964			June 1963	May 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+9	+1	+8
Akron, Ohio.....	+12	-1	+9	New York City.....	+10	0	+8
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	+3	-6	+3
Asheville, N. C.....	NA	NA	NA	Norfolk-Portsmouth, Va.....	+21	+6	+12
Atlanta, Ga.....	+1	0	+11	Oklahoma City, Okla.....	+9	+1	+4
Augusta, Ga.....	+10	-7	+9	Omaha, Nebr.....	+2	-8	+5
Baltimore, Md.....	+15	+2	+12	Peoria, Ill.....	+3	-1	+3
Baton Rouge, La.....	+6	-4	+4	Philadelphia, Pa.....	+5	-9	+7
Binghamton, N. Y.....	+14	-5	+8	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	+8	-1	+5	Pittsburgh, Pa.....	+10	+5	+8
Boston, Mass.....	+5	-2	+5	Portland, Oreg.....	+11	+6	+4
Buffalo, N. Y.....	+13	+3	+8	Reading, Pa.....	+5	-8	+10
Canton, Ohio.....	+6	-6	+7	Richmond, Va.....	+16	-6	+7
Chattanooga, Tenn.....	+14	-3	+10	Rochester, N. Y.....	+2	+1	+3
Chicago, Ill.....	+9	-2	+11	Sacramento, Calif.....	+18	+5	+16
Cincinnati, Ohio.....	+10	-6	+10	St. Louis, Mo.....	-2	-4	0
Cleveland, Ohio.....	+12	-2	+9	Salt Lake City, Utah.....	+8	+2	+4
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+16	-8	+10
Columbus, Ohio.....	+6	-2	+7	San Bernardino, Calif.....	NA	NA	NA
Corpus Christi, Tex.....	+6	-5	+2	San Diego, Calif.....	+14	+12	+10
Dallas, Tex.....	+15	-8	+10	Savannah, Ga.....	+15	-2	+9
Denver, Colo.....	+9	-3	+7	Seattle, Wash.....	+4	+2	-1
Des Moines, Iowa.....	+5	-4	+8	Shreveport, La.....	+10	-3	+5
Detroit, Mich.....	+12	-3	+14	South Bend, Ind.....	-1	-4	+1
El Paso, Tex.....	+14	-4	+9	Spokane, Wash.....	+7	+3	+1
Erie, Pa.....	+6	+4	+7	Springfield, Mo.....	+13	-5	+7
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+20	-8	+7
Flint, Mich.....	+8	+1	+9	Syracuse, N. Y.....	+1	+7	+2
Fort Wayne, Ind.....	+2	+3	+3	Tacoma, Wash.....	+5	+4	0
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	+11	+2	+7
Grand Rapids, Mich.....	+8	0	+8	Toledo, Ohio.....	+9	+2	+7
Houston, Tex.....	+18	-6	+16	Trenton, N. J.....	+5	-3	+10
Indianapolis, Ind.....	0	-2	+1	Tulsa, Okla.....	+9	-5	+6
Jacksonville, Fla.....	+26	-4	+20	Utica-Rome, N. Y.....	NA	NA	NA
Kansas City, Mo.....	+2	-7	+6	Waco, Tex.....	+8	-8	+10
Knoxville, Tenn.....	+12	-14	+8	Washington, D. C.....	+13	-4	+12
Lancaster, Pa.....	+8	-13	+8	Wheeling, W. Va.....	+6	-12	+2
Lexington, Ky.....	+13	+2	+12	Wichita, Kana.....	+7	-7	+7
Los Angeles, Long Beach, Calif.....	+14	+9	+11	Worcester, Mass.....	+5	-2	+7
Louisville, Ky.....	+10	-2	+10	Youngstown, Ohio.....	+9	-1	+9
Macon, Ga.....	+15	-4	+7	CITIES			
Memphis, Tenn.....	+6	-12	+6	Bridgeport, Conn.....	+8	-2	+2
Miami, Fla.....	+7	+5	+12	Bristol, Tenn.-Va.....	+11	-3	+5
Milwaukee, Wis.....	+5	-1	+5	Duluth, Minn.-Superior, Wis.....	+8	-2	+5
Mobile, Ala.....	+5	-13	+2	Minneapolis, Minn.....	+8	+7	+8
New Orleans, La.....	+8	-4	+8	Oakland-Berkeley, Calif.....	0	+8	-3
				Portsmouth, Ohio.....	+1	-10	+6
				Rome, Ga.....	+15	+2	+8
				St. Paul, Minn.....	+27	+4	+20
				San Francisco, Calif.....	+8	+9	+4
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: JUNE 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964						1963							Percentage change, June 1964 From--	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1963	May 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,628	14,123	14,335	14,638	15,197	15,089	13,799	13,781	14,016	13,990	14,269	14,361	15,484	+9	-1
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,491	6,533	6,339	6,457	6,559	6,532	6,588	6,456	6,626	+3	+1
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,706	8,556	7,460	7,324	7,457	7,458	7,681	7,905	8,858	+15	-2
Food group.....	352	346	344	336	335	339	341	349	364	335	353	348	354	-1	+1
Grocery stores.....	288	283	290	282	286	289	292	298	305	300	293	289	293	-1	+1
Eating and drinking places.....	84	85	86	87	89	90	78	71	74	60	70	84	89	+15	+1
General merchandise group.....	4,943	4,723	4,792	4,912	5,121	5,054	4,325	4,287	4,371	4,452	4,592	4,762	5,423	+17	-1
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	3,897	3,890	3,288	3,274	3,336	3,381	3,521	3,641	4,164	+18	0
Department stores.....	3,385	3,167	3,241	3,343	3,462	3,449	2,914	2,904	2,971	3,000	3,124	3,240	3,730	+18	0
Mail order houses (department store mdse.).....	972	960	977	983	1,039	984	868	846	868	899	918	952	1,062	+13	-5
Apparel group.....	1,062	962	986	986	1,006	1,003	879	837	855	898	941	953	1,186	+14	0
Women's ready-to-wear stores.....	454	424	459	465	457	448	400	371	379	406	422	421	512	+12	-2
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,104	2,139	2,031	2,005	2,026	2,035	2,042	2,061	2,278	+5	+2
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,587	1,609	1,543	1,528	1,555	1,573	1,565	1,551	1,716	+4	+1
Furniture stores.....	1,511	1,457	1,411	1,405	1,442	1,451	1,426	1,401	1,433	1,426	1,419	1,394	1,532	+2	+1
Household appliance, TV, radio stores.....	523	523	524	499	517	530	488	477	471	462	477	510	562	+9	+3
Household appliance dealers.....	461	459	461	437	457	463	434	429	413	403	413	446	490	+7	+1
Lumber, building, hardware, farm equip. group.....	1,662	1,631	1,682	1,810	1,960	1,936	1,925	2,050	2,117	2,076	2,097	1,932	1,778	+1	-1
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,384	1,344	1,345	1,445	1,510	1,498	1,520	1,441	1,300	0	-3
Lumber yards.....	883	873	857	945	1,003	959	1,014	1,098	1,134	1,104	1,114	1,046	948	-5	-4
Automotive group.....	1,481	1,442	1,460	1,488	1,553	1,581	1,456	1,510	1,462	1,457	1,514	1,538	1,560	+9	+2
Passenger car dealers ³	992	955	954	997	1,002	994	943	1,011	944	974	1,020	1,028	1,048	+5	-1
Passenger car dealers (franchised).....	914	881	887	909	920	916	869	910	878	880	952	957	980	+5	0
Tire, battery, accessory dealers.....	462	460	472	465	521	554	479	500	485	483	461	482	479	+16	+6
Gasoline service stations.....	451	439	461	457	465	473	471	448	456	452	467	469	442	0	+2
Other retail stores.....	2,394	2,352	2,423	2,507	2,564	2,474	2,293	2,224	2,291	2,205	2,193	2,214	2,374	+8	-4
CHARGE ACCOUNTS															
United States, total.....	7,409	7,126	7,221	7,431	7,718	7,614	7,147	7,157	7,264	7,178	7,381	7,381	7,826	+7	-1
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,582	3,605	3,478	3,594	3,669	3,654	3,774	3,658	3,622	+4	+1
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,136	4,009	3,669	3,563	3,595	3,524	3,607	3,723	4,204	+9	-3
Food group.....	341	334	333	326	322	325	329	339	349	337	340	336	342	-1	-1
General merchandise group.....	1,039	958	916	905	959	918	885	846	839	855	857	910	1,160	+4	-4
Department stores and dry goods, general merchandise stores.....	950	871	835	823	868	820	781	745	740	750	768	819	1,065	+5	-6
Department stores.....	844	765	721	705	751	702	684	652	647	656	661	710	950	+3	-7
Apparel group.....	748	666	689	694	708	707	617	598	609	648	681	697	873	+5	0
Furniture and appliance group.....	667	648	639	634	655	674	631	612	630	626	652	677	760	+7	+3
Furniture, home furnishings stores.....	486	466	461	478	496	509	475	464	480	484	490	498	562	+7	+3
Lumber, building, hardware, farm equip. group.....	1,496	1,452	1,490	1,625	1,760	1,743	1,730	1,845	1,912	1,876	1,914	1,761	1,606	+1	-1
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,328	1,292	1,286	1,385	1,448	1,437	1,460	1,386	1,246	0	-3
Lumber yards.....	848	840	822	910	970	929	968	1,051	1,089	1,061	1,073	1,009	911	-4	-4
Automotive group.....	882	858	849	855	899	915	813	844	809	818	885	884	902	+13	+2
Passenger car dealers (franchised).....	641	620	607	624	632	633	572	594	572	577	632	638	662	+11	0
Gasoline service stations.....	439	430	447	444	452	459	461	438	447	441	455	455	429	0	+2
INSTALLMENT ACCOUNTS															
United States, total.....	7,219	6,997	7,114	7,207	7,479	7,475	6,652	6,624	6,752	6,812	6,888	6,980	7,658	+12	0
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,909	2,928	2,861	2,863	2,890	2,878	2,814	2,798	3,004	+2	+1
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,570	4,547	3,791	3,761	3,862	3,934	4,074	4,182	4,654	+20	-1
General merchandise group.....	3,904	3,765	3,876	4,007	4,162	4,136	3,440	3,441	3,532	3,597	3,735	3,852	4,263	+20	-1
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,029	3,070	2,507	2,529	2,596	2,631	2,753	2,822	3,099	+22	+1
Department stores.....	2,541	2,402	2,520	2,638	2,711	2,747	2,230	2,252	2,324	2,344	2,463	2,530	2,790	+23	+1
Apparel group.....	314	296	297	292	298	296	262	239	246	250	260	256	313	+13	-1
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,449	1,465	1,400	1,393	1,396	1,409	1,390	1,384	1,518	+5	+1
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,091	1,100	1,068	1,064	1,075	1,089	1,075	1,053	1,154	+3	+1
Household appliance, TV, radio stores.....	343	341	346	343	358	365	332	329	321	320	315	331	364	+10	+2
Lumber, building, hardware, farm equip. group.....	166	179	192	185	200	193	195	205	205	200	183	171	172	-1	-4
Automotive group.....	599	584	611	633	654	666	643	666	653	639	629	654	658	+4	+2
Tire, battery, accessory dealers.....	267	265	271	278	300	321	289	299	296	290	255	276	282	+11	+1

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS-- UNITED STATES, BY KIND OF BUSINESS: JUNE 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

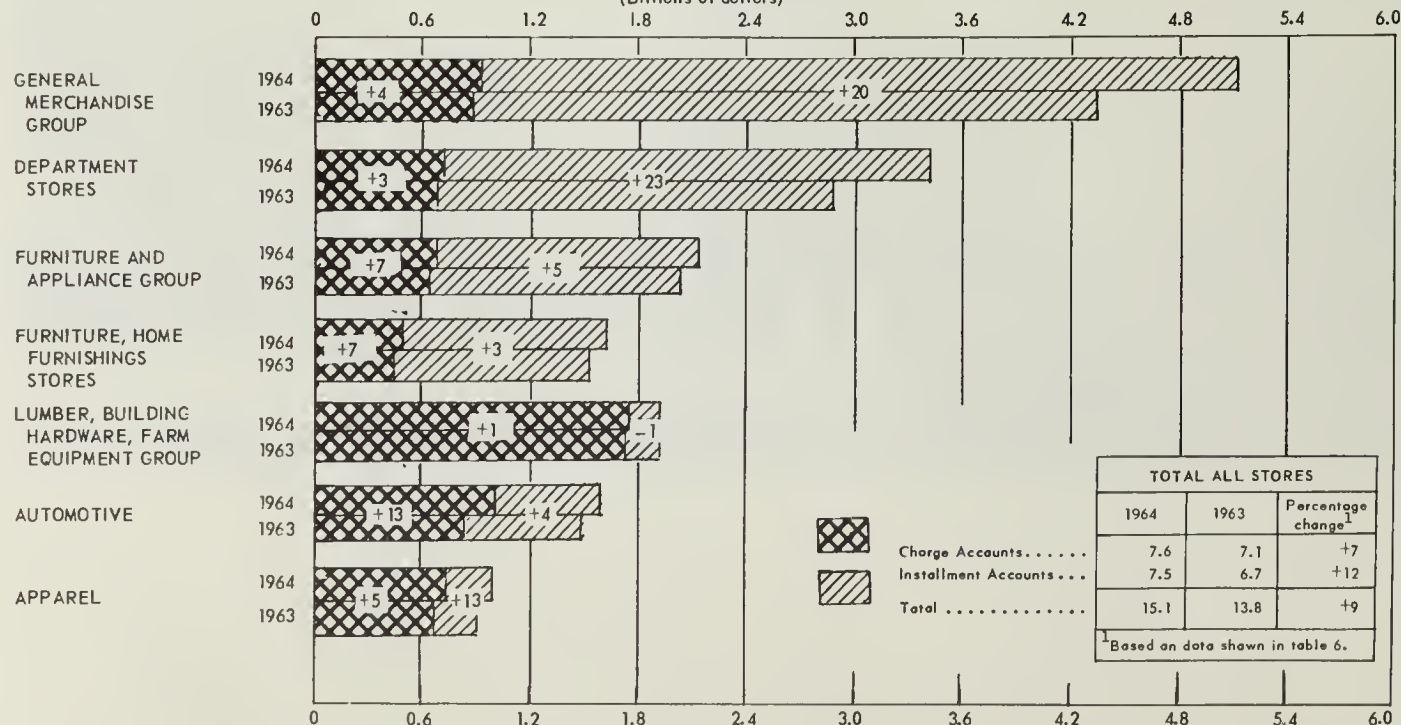
Kind of business	1964						1963								Percentage change, June 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1963	May 1964	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	5,207	5,012	5,078	5,177	5,377	5,394	4,606	4,605	4,789	4,846	4,923	5,072	5,591	+17	0	
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,200	1,214	1,150	1,161	1,218	1,211	1,172	1,186	1,222	+6	+1	
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,177	4,180	3,456	3,444	3,571	3,635	3,751	3,886	4,369	+21	0	
General merchandise group.....	3,587	3,433	3,495	3,595	3,749	3,742	3,058	3,065	3,187	3,255	3,365	3,488	3,904	+22	0	
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	2,910	2,929	2,401	2,405	2,508	2,552	2,654	2,744	3,095	+22	+1	
Department stores.....	2,524	2,369	2,449	2,533	2,606	2,620	2,149	2,153	2,256	2,280	2,375	2,455	2,779	+22	+1	
Apparel group.....	264	247	250	253	248	259	227	215	215	223	229	235	294	+14	+4	
Furniture and appliance group.....	365	368	374	358	361	358	332	332	329	334	339	349	375	+8	-1	
Tire, battery, accessory dealers.....	270	268	273	283	302	313	299	307	306	301	266	282	288	+5	+4	
CHARGE ACCOUNTS																
United States, total.....	1,055	983	956	940	995	999	928	906	955	957	954	975	1,116	+8	0	
Durable-goods stores, total.....	309	290	290	305	313	325	315	321	369	363	357	350	331	+3	+4	
Nondurable-goods stores, total.....	746	693	666	635	682	674	613	585	586	594	597	625	785	+10	-1	
General merchandise group.....	457	411	381	360	401	388	352	330	338	350	346	368	489	+10	-3	
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	336	310	289	295	306	306	329	449	+8	-5	
Department stores.....	383	344	315	293	326	307	284	266	274	283	284	302	418	+8	-6	
Apparel group.....	125	116	118	118	119	126	106	107	99	105	108	107	138	+19	+6	
Furniture and appliance group.....	41	44	44	42	39	42	39	37	37	37	39	40	43	+8	+8	
INSTALLMENT ACCOUNTS																
United States, total.....	4,152	4,029	4,122	4,237	4,382	4,395	3,678	3,699	3,834	3,889	3,969	4,097	4,475	+19	0	
Durable-goods stores, total.....	871	863	862	854	887	889	835	840	849	848	815	836	891	+6	0	
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,495	3,506	2,843	2,859	2,985	3,041	3,154	3,261	3,584	+23	0	
General merchandise group.....	3,130	3,022	3,114	3,235	3,348	3,354	2,706	2,735	2,849	2,905	3,019	3,120	3,415	+24	0	
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,555	2,593	2,091	2,116	2,213	2,246	2,348	2,415	2,646	+24	+1	
Department stores.....	2,141	2,025	2,134	2,240	2,280	2,313	1,865	1,887	1,982	1,997	2,091	2,153	2,361	+24	+1	
Apparel group.....	139	131	132	135	129	133	121	108	116	118	121	128	156	+10	+3	
Furniture and appliance group.....	324	324	330	316	322	316	293	295	292	297	300	309	332	+8	-2	

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--JUNE 1964 AND JUNE 1963

(Billions of dollars)



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES-- UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964														
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.			
ALL STORES																											
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	96.0	106.0	100.2	121.6			
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	95.9	92.5	110.3	101.9	107.4			
Nondurable-goods stores, total.....	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5			
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.1	97.9	104.1	100.2	96.6	106.2	95.2	106.8			
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.8	95.6	99.1	104.1	103.4	101.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3			
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3			
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8			
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0			
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	85.6	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0			
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.1			
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6			
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5			
Women's apparel, accessory stores.	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4			
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0			
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.8	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4			
Furniture, home furnishings stores	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.1			
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4			
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2			
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.4			
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	112.0	112.0	100.7	97.8	101.9	96.6	133.1			
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	NA	NA	NA	NA	NA			
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	NA	NA	NA	NA	NA			
Tire, battery, accessory dealers..	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9			
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0			
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2			
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8			
GROUP II STORES																											
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	93.6	102.5	97.4	100.4	107.3	137.7	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	93.3	93.3	106.0	92.7	98.6	106.2	103.2	106.2	103.2	95.9	97.3	106.3	95.9	103.5	97.0	108.5	93.9	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	105.6	106.6	102.2	100.4	99.8	100.3	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	70.5	90.7	92.7	95.8	96.5	89.5	89.5	97.7	105.2	109.6	184.5			
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4			
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6			
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6			
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	173.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6			
Women's apparel, accessory stores.	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0			
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2			
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3			
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3			

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\overline{O}	\overline{S}	Range of seasonal factor	\overline{CI}	\overline{I}	\overline{C}	$\overline{I/C}$	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.77	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

monthly

RETAIL TRADE

AREA SALES SUPPLEMENT

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

For release
August 18, 1964

BR-64-6-Supp.

Retail Sales: JUNE 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, JANUARY-JUNE 1964 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences)

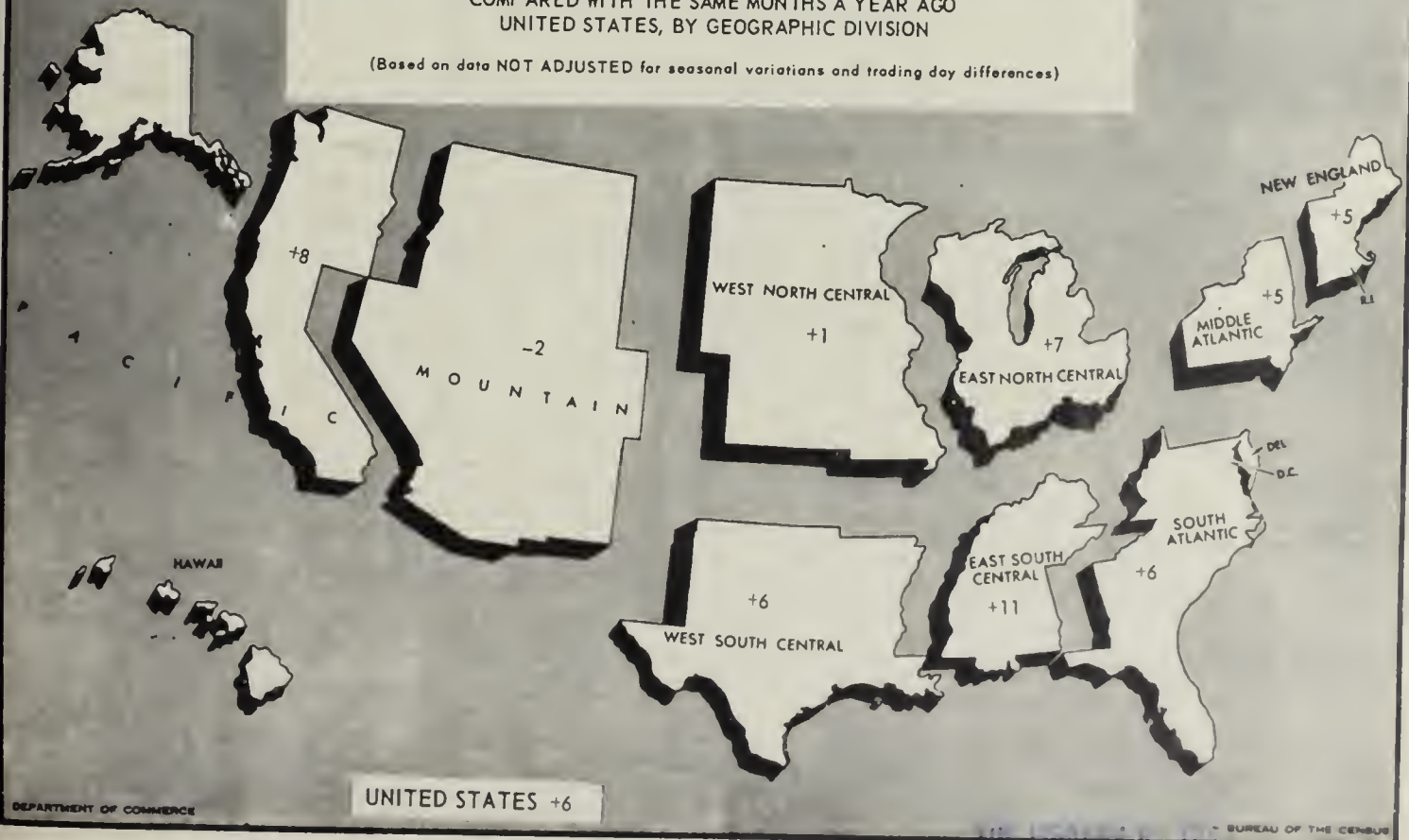


Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: JUNE 1963 TO JUNE 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964						1963								Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1964 from-- Jan.-June 1963	June 1964 from--		
														June 1963	May 1964		
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,508	22,141	20,737	20,540	21,018	19,267	21,528	21,494	25,104	+6	+7	-2	
Durable-goods stores, total....	6,031	6,122	6,741	7,360	7,693	7,682	7,044	6,976	6,556	5,999	7,599	6,985	7,208	+7	+9	0	
Nondurable-goods stores, total..	13,123	12,636	13,761	13,826	14,815	14,459	13,693	13,564	14,462	13,268	13,929	14,509	17,896	+5	+6	-2	
Food group.....	5,018	4,849	4,891	4,898	5,248	5,087	4,957	5,003	5,318	4,684	4,910	5,153	5,194	+4	+3	-3	
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679	+4	+2	-3	
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,693	1,592	1,646	1,698	1,526	1,556	1,486	1,533	+7	+6	+3	
GAP ² , total.....	3,803	3,722	4,559	4,454	4,804	4,828	4,326	4,083	4,603	4,416	4,703	5,113	7,904	+9	+12	0	
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,479	2,266	2,108	2,444	2,275	2,417	2,728	4,399	+8	+9	0	
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,470	1,340	1,212	1,408	1,340	1,408	1,590	2,625	+10	+10	0	
Apparel group.....	1,026	927	1,283	1,140	1,282	1,237	1,127	1,010	1,167	1,161	1,191	1,308	2,172	+7	+10	-4	
Furniture and appliance group....	905	920	973	1,004	1,043	1,112	933	965	992	980	1,095	1,077	1,333	+15	+19	+7	
Lumber,bldg.,hdwe.,farm equip. grp..	936	956	1,134	1,344	1,484	1,554	1,417	1,451	1,462	1,431	1,526	1,340	1,185	+4	+10	+5	
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,355	4,126	4,003	3,529	2,990	4,387	3,949	3,690	+6	+6	-4	
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,740	1,659	1,712	1,730	1,599	1,649	1,625	1,713	+4	+5	+2	
Drug and proprietary stores.....	671	656	680	665	713	709	664	660	680	647	667	666	906	+4	+7	-1	
THE NORTHEASTERN STATES, TOTAL.....	4,933	4,766	5,283	5,370	5,734	5,662	5,287	5,213	5,262	4,837	5,390	5,492	6,595	+5	+7	-1	
Durable-goods stores, total....	1,356	1,348	1,553	1,714	1,817	1,773	1,632	1,598	1,458	1,257	1,679	1,595	1,685	+6	+9	-2	
Nondurable-goods stores, total..	3,577	3,418	3,730	3,656	3,917	3,889	3,655	3,615	3,804	3,580	3,711	3,897	4,910	+5	+6	-1	
Food group.....	1,435	1,373	1,385	1,381	1,484	1,448	1,381	1,434	1,482	1,318	1,367	1,426	1,459	+5	+5	-2	
Grocery stores.....	1,208	1,152	1,152	1,159	1,249	1,211	1,153	1,167	1,243	1,094	1,142	1,196	1,205	+5	+5	-3	
Eating and drinking places.....	423	409	447	466	508	534	493	507	524	472	485	454	467	+6	+8	+5	
GAP ² , total.....	1,036	997	1,246	1,181	1,314	1,324	1,213	1,099	1,217	1,210	1,280	1,413	2,208	+7	+9	+1	
General merchandise group.....	447	435	537	529	585	593	562	503	567	559	588	674	1,106	+6	+6	+1	
Department stores.....	280	263	333	330	368	378	350	295	339	347	358	409	697	+7	+8	+3	
Apparel group.....	340	306	439	376	435	432	390	320	362	388	388	425	700	+7	+11	-1	
Furniture and appliance group....	C													+10	+15	+2	
Lumber,bldg.,hdwe., farm equip. grp.	C															+6	
Gasoline service stations.....	284	276	301	307	325	333	305	325	322	298	303	300	308	+5	+9	+2	
Drug and proprietary stores.....	153	146	151	146	152	156	152	154	159	152	154	154	203	+1	+3	+3	
THE NORTH CENTRAL STATES, TOTAL.....	5,516	5,397	5,872	6,254	6,674	6,481	6,216	6,110	6,237	5,819	6,616	6,510	7,347	+5	+4	-3	
Durable-goods stores, total....	1,713	1,737	1,918	2,198	2,242	2,239	2,150	2,132	1,996	1,899	2,437	2,172	2,121	+6	+4	0	
Nondurable-goods stores, total..	3,803	3,660	3,954	4,056	4,432	4,242	4,066	3,978	4,241	3,920	4,179	4,338	5,226	+5	+4	-4	
Food group.....	1,390	1,360	1,356	1,359	1,472	1,424	1,401	1,368	1,456	1,303	1,379	1,449	1,446	+4	+2	-3	
Grocery stores.....	1,276	1,253	1,246	1,248	1,349	1,300	1,281	1,256	1,335	1,193	1,261	1,329	1,319	+4	+1	-4	
Eating and drinking places.....	436	410	440	458	493	501	480	491	507	463	475	450	452	+7	+4	+2	
GAP ² , total.....	1,091	1,064	1,300	1,310	1,386	1,382	1,263	1,191	1,357	1,324	1,402	1,548	2,309	+10	+9	0	
General merchandise group.....	585	590	724	735	785	784	717	655	777	735	771	887	1,386	+9	+9	0	
Department stores.....	342	337	419	444	468	468	407	384	455	436	449	512	832	+12	+15	0	
Apparel group.....	259	227	307	295	327	301	286	257	298	289	298	351	553	+5	+5	-8	
Furniture and appliance group....	247	247	269	280	274	297	260	279	282	300	333	310	370	+16	+14	+8	
Lumber,bldg.,hdwe., farm equip. grp.	350	348	401	489	533	560	535	535	555	584	622	536	467	+6	+5	+5	
Automotive group.....	977	993	1,103	1,291	1,285	1,222	1,206	1,177	1,013	846	1,315	1,157	1,030	+4	+1	-5	
Gasoline service stations.....	501	475	502	521	551	541	531	541	547	505	542	529	570	+2	+2	-2	
Drug and proprietary stores.....	205	197	198	191	214	210	193	198	203	199	206	209	278	+3	+9	-2	
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,198	5,980	5,523	5,443	5,663	5,102	5,668	5,640	6,575	+7	+8	-4	
Durable-goods stores, total....	1,767	1,860	2,067	2,163	2,303	2,239	1,972	1,911	1,845	1,692	2,056	1,907	1,999	+11	+14	-3	
Nondurable-goods stores, total..	3,423	3,311	3,635	3,646	3,895	3,741	3,551	3,532	3,818	3,410	3,612	3,733	4,576	+5	+5	-4	
Food group.....	1,308	1,255	1,266	1,282	1,373	1,322	1,316	1,325	1,428	1,232	1,307	1,364	1,357	+3	0	-4	
Grocery stores.....	1,247	1,196	1,201	1,212	1,304	1,261	1,251	1,259	1,360	1,177	1,247	1,306	1,290	+3	+1	-3	
Eating and drinking places.....	306	301	323	345	357	349	329	344	351	309	316	308	319	+8	+6	-2	
GAP ² , total.....	986	982	1,232	1,188	1,286	1,264	1,109	1,065	1,226	1,122	1,195	1,277	2,007	+10	+14	-2	
General merchandise group.....	491	500	626	624	673	647	579	548	642	566	617	676	1,104	+9	+12	-4	
Department stores.....	241	238	311	312	337	324	287	270	316	285	308	346	564	+10	+13	-4	
Apparel group.....	272	254	361	304	333	307	284	277	333	310	327	349	586	+7	+8	-8	
Furniture and appliance group....	223	228	245	260	280	310	246	240	251	246	251	252	317	+16	+26	+11	
Lumber,bldg.,hdwe., farm equip. grp.	250	266	344	396	436	409	358	365	361	340	371	332	283	+5	+14	+ c →	
Automotive group.....	1,160	1,210	1,314	1,355	1,412	1,330	1,224	1,169	1,085	955	1,295	1,169	1,140	+10	+9	-6	
Gasoline service stations.....	471	444	477	486	512	532	480	497	514	469	473	466	490	+7	+11	+4	
Drug and proprietary stores.....	181	180	188	186	201	197	182	175	179	167	172	173	229	+4	+8	-2	
THE WEST, TOTAL.....	3,515	3,424	3,645	3,753	3,902	4,018	3,711	3,774	3,856	3,509	3,854	3,852	4,587	+6	+8	+3	
Durable-goods stores, total....	1,195	1,177	1,203	1,285	1,331	1,431	1,290	1,335	1,257	1,151	1,427	1,311	1,403	+6	+11	+8	
Nondurable-goods stores, total..	2,320	2,247	2,442	2,468	2,571	2,587	2,421	2,439	2,599	2,358	2,427	2,541	3,184	+5	+7	+1	
Food group.....	885	861	884	876	919	887	859	876	952	831	857	914	932	+3	+3	-3	
Grocery stores.....	827	794	807	795	837	806	798	820	890	774	799	858	865	+2	+1	-4	
Eating and drinking places.....	271	266	275	278	292	309	290	304	316	282	280	274	295	+5	+7	+6	
GAP ² , total.....	690	679	781	775	818	858	741	728	803	760	826	875	1,380	+11	+16	+5	
General merchandise group.....	349	350	416	422	436	455	408	402	458	415	441	491	803	+8	+12	+4	
Department stores.....	C													+13	+13	+3	
Apparel group.....	155	140	176	165	187	197	167	156	174	174	178	183	333	+9	+18	+5	
Furniture and appliance group....	C													+21	+24	+ c →	
Gasoline service stations.....	C													+1	-3	+4	
Drug and proprietary stores.....	C													+6	+7	0	

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(c) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: JUNE 1963 TO JUNE 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964						1963								Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1964 from--	June 1964 from--		
														Jan.-June 1963	June 1963	May 1964	
New England Division, total.....	1,238	1,162	1,272	1,313	1,423	1,401	1,311	1,311	1,325	1,170	1,289	1,336	1,662	+5	+7	-2	
Durable-goods stores.....	376	357	417	477	513	489	449	423	392	318	412	401	469	+11	+9	-5	
Nondurable-goods stores.....	862	805	855	836	910	912	862	888	933	852	877	935	1,193	+3	+6	0	
Food group.....	340	317	318	318	353	348	338	368	370	317	321	342	347	+1	+3	-1	
GAF ² , total.....	230	218	263	256	289	294	270	240	282	256	266	313	505	+6	+9	+2	
General merchandise group.....	C													-1	+6	+5	
Middle Atlantic Division, total.....	3,695	3,604	4,011	4,057	4,311	4,261	3,976	3,902	3,937	3,667	4,101	4,156	4,933	+5	+7	-1	
Durable-goods stores.....	980	991	1,136	1,237	1,304	1,284	1,183	1,175	1,066	939	1,267	1,194	1,216	+4	+9	-2	
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,007	2,977	2,793	2,727	2,871	2,728	2,834	2,962	3,717	+6	+7	-1	
Food group.....	806	779	983	925	1,025	1,030	943	859	935	954	1,012	1,100	1,703	+8	+9	0	
GAF ² , total.....	357	351	430	421	457	459	436	390	432	440	465	528	861	+8	+5	0	
General merchandise group.....																	
East North Central Division, total..	3,931	3,886	4,247	4,497	4,778	4,615	4,366	4,289	4,401	4,095	4,657	4,619	5,283	+7	+6	-3	
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,574	1,548	1,478	1,474	1,365	1,283	1,676	1,473	1,472	+8	+5	-2	
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,204	3,067	2,888	2,815	3,036	2,812	2,981	3,146	3,811	+6	+6	-4	
Food group.....	1,044	1,039	1,034	1,033	1,116	1,073	1,035	1,007	1,080	964	1,017	1,081	1,085	+6	+4	-4	
GAF ² , total.....	801	785	968	970	1,023	1,015	919	866	998	970	1,027	1,149	1,717	+12	+10	-1	
General merchandise group.....	427	433	536	541	577	577	516	469	562	535	563	661	1,024	+13	+12	0	
West North Central Division, total..	1,585	1,511	1,625	1,757	1,896	1,866	1,850	1,821	1,836	1,724	1,959	1,891	2,064	+1	+1	-2	
Durable-goods stores.....	534	527	561	640	668	691	672	658	631	616	761	699	649	+2	+3	+3	
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,228	1,175	1,178	1,163	1,205	1,108	1,198	1,192	1,415	+1	0	-4	
Food group.....	346	321	322	326	356	351	366	361	376	339	362	368	361	-2	-4	-1	
GAF ² , total.....	290	279	332	340	363	367	344	325	359	354	375	399	592	+5	+7	+1	
General merchandise group.....	158	157	188	194	208	207	201	186	215	200	208	226	362	+2	+3	0	
South Atlantic Division, total.....	2,523	2,505	2,789	2,828	3,035	2,927	2,700	2,637	2,749	2,438	2,740	2,775	3,273	+6	+8	-4	
Durable-goods stores.....	821	861	976	1,028	1,107	1,067	936	908	860	780	975	914	942	+10	+14	-4	
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,928	1,860	1,764	1,729	1,889	1,658	1,765	1,861	2,331	+4	+5	-4	
Food group.....	490	501	637	601	651	646	563	531	615	571	596	651	1,037	+9	+15	-1	
GAF ² , total.....	250	257	328	321	345	338	302	281	332	291	315	351	579	+7	+12	-2	
General merchandise group.....																	
East South Central Division, total..	963	982	1,092	1,114	1,195	1,160	1,019	994	1,055	983	1,093	1,075	1,248	+11	+14	-3	
Nondurable-goods stores.....	628	614	677	689	749	718	648	651	707	658	698	713	856	+7	+11	-4	
Food group.....	C													+6	+7	-2	
GAF ² , total.....	185	184	236	236	251	240	209	201	234	219	236	246	378	+12	+15	-4	
General merchandise group.....	97	97	121	124	133	125	112	108	123	115	126	135	216	+12	+12	-6	
West South Central Division, total..	1,704	1,684	1,821	1,867	1,968	1,893	1,804	1,812	1,859	1,681	1,835	1,790	2,054	+6	+5	-4	
Durable-goods stores.....	C																
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,218	1,163	1,139	1,152	1,222	1,094	1,149	1,159	1,389	+5	+2	-5	
Food group.....	C													-1	-5	-3	
GAF ² , total.....	311	297	359	351	384	378	337	333	378	332	363	380	592	+11	+12	-2	
General merchandise group.....	144	146	177	179	195	184	165	159	187	160	176	190	309	+13	+12	-6	
Mountain Division, total.....	765	711	762	795	837	885	878	944	936	839	912	902	1,010	-2	+1	+6	
Nondurable-goods stores.....	511	484	529	527	544	560	578	596	625	555	550	566	692	-3	-3	+3	
Food group.....	C													-1	-5	-3	
GAF ² , total.....	133	129	151	150	159	165	145	147	162	148	160	167	270	+10	+14	+4	
General merchandise group.....	66	66	83	84	88	90	81	80	93	76	82	91	155	+7	+11	+2	
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,065	3,133	2,833	2,830	2,920	2,670	2,942	2,950	3,577	+8	+11	+2	
Durable-goods stores.....	941	950	970	1,017	1,038	1,106	990	987	946	867	1,065	975	1,085	+8	+12	+7	
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,027	2,027	1,843	1,843	1,974	1,803	1,877	1,975	2,492	+8	+10	0	
Food group.....	684	666	686	689	722	696	658	673	733	634	655	702	719	+5	+6	-4	
GAF ² , total.....	557	550	630	625	659	693	596	581	641	612	666	708	1,110	+12	+16	+5	

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: JUNE 1963 TO JUNE 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964						1963							Percentage change		
														Jan.-June 1964	June 1964 from--	
														from--	June	May
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1963	1963	1964
California.....	2,154	2,109	2,195	2,260	2,354	2,407	2,196	2,140	2,192	2,011	2,248	2,277	2,783	+8	+12	+2
Illinois.....	1,143	1,131	1,276	1,336	1,418	1,396	1,235	1,193	1,234	1,172	1,332	1,386	1,602	+8	+13	-2
Massachusetts.....	586	561	630	665	697	672	636	606	607	549	607	631	778	+4	+6	-4
Michigan.....	853	823	884	952	1,017	976	936	945	953	859	981	973	1,109	+6	+4	-4
New Jersey.....	697	699	802	808	869	851	752	749	735	675	780	782	920	+9	+13	-2
New York.....	1,910	1,839	2,028	2,036	2,156	2,139	1,992	1,940	1,997	1,892	2,081	2,110	2,493	+5	+7	-1
Ohio.....	986	977	1,063	1,115	1,176	1,109	1,087	1,088	1,135	1,074	1,212	1,182	1,340	+6	+2	-6
Pennsylvania.....	1,088	1,066	1,181	1,213	1,286	1,271	1,232	1,213	1,205	1,100	1,240	1,264	1,520	+3	+3	-1
Texas.....	1,010	1,021	1,113	1,129	1,192	1,151	1,104	1,088	1,130	1,013	1,107	1,074	1,228	+4	+4	-3

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: JUNE 1963 TO JUNE 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964						1963							Percentage change			
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1964 from--	June 1964 from--		
														Jan.-June 1963	June 1963	May 1964	
Standard Consolidated Areas ²																	
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	986	966	884	837	869	818	928	963	1,145	+6	+9	-2	
GAF ³							C								+12	+18	+1
New York-Northeastern N.J., total.....	1,708	1,666	1,846	1,829	1,951	1,928	1,778	1,693	1,693	1,635	1,838	1,869	2,216	+5	+8	-1	
GAF ³	412	395	488	456	517	522	461	413	445	484	505	537	813	+10	+13	+1	
Standard Metropolitan Statistical Areas ²																	
Chicago, Ill., total.....	758	742	853	877	914	894	810	765	797	753	847	894	1,071	+8	+10	-2	
GAF ³							C								+12	+18	0
Detroit, Mich., total.....														+6	+5	-5	
GAF ³							C								+22	+13	-5
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,061	1,071	953	965	989	918	1,039	1,064	1,337	+10	+12	+1	
GAF ³							C								+16	+23	+7
New York, N. Y., total.....	1,229	1,195	1,308	1,282	1,356	1,343	1,250	1,204	1,220	1,191	1,312	1,345	1,603	+5	+7	-1	
GAF ³							C								+11	+16	+1
Philadelphia, Pa., total.....							C								+9	+13	-3
GAF ³							C								+9	+10	-2

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.

² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.

³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹

A = 0 to 3.5 percent
B = 3.6 to 7.0 percent
C = 7.1 to 10.5 percent

Percent change over 2 consecutive months²

a = 0 to 1.5 percent
b = 1.6 to 3.0 percent
c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

U.S. DEPARTMENT OF COMMERCE

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

381
Un 33/10 2

Cosum



For release
September 10, 1964

BR-64-7

Retail Sales and End-of-Month Accounts Receivable: July 1964

SALES

Total sales of all retail stores in the United States during July 1964 were estimated at \$22.2 billion, virtually unchanged from June 1964 but 8 percent higher than July 1963. After adjustment for seasonal variations and trading day differences, but not for price changes, July sales amounted to \$22.0 billion, 1 percent higher than June 1964 and 6 percent above July 1963. Adjusted sales for July 1964 for both durable and nondurable goods stores were 1 percent above sales for the previous month. A comparison of July 1964 sales with those for the same month a year ago show durable goods store sales up 4 percent and nondurable goods store sales up 7 percent.

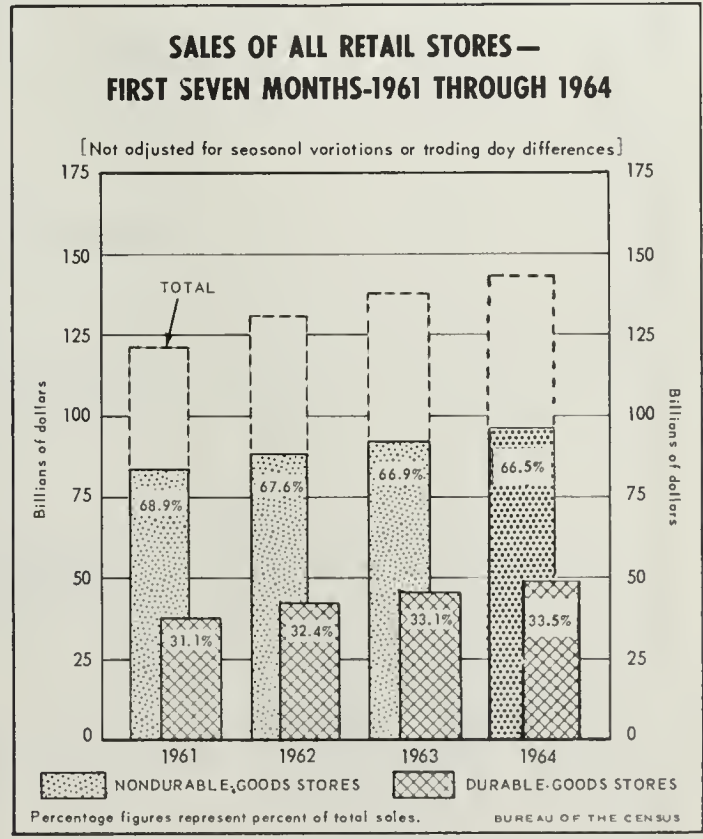
Based on adjusted data, July 1964 sales of the automotive group were 3 percent above those for June, the lumber, building, hardware, farm equipment group sales were down 3 percent, and the furniture and appliance group sales remained virtually unchanged from the previous month. In the nondurable-goods stores category, month-to-month increases were reported by the general merchandise group (+3%), eating and drinking places (+2%), and the food group (+1%) while the apparel group remained virtually unchanged.

In the durable-goods stores category, a comparison of adjusted data for July 1964 with those for July 1963 reflects increases in the furniture and appliance group (+13%), lumber, building, hardware, farm equipment group (+3%) and the automotive group (+1%). In the nondurable-goods stores category, all major kind-of-business groups reported year-to-year increases with eating and drinking places and the general merchandise groups each increasing (+11%), the apparel group (+9%), and the food group (+4%).

Unadjusted cumulative sales of all retail stores for the first seven months of 1964 amounted to \$146.5 billion, 6 percent above the first seven months of 1963. On an adjusted basis all major kind-of-business groups showed sales increases with the furniture and appliance group reporting the largest cumulative sales increase of .14 percent followed by the general merchandise group with a 9 percent gain. Increases of 7 percent each were reported by the apparel group and eating and drinking places while the automotive group increased 5 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.5 billion in total accounts receivable balances owed



by customers as of July 31, 1964. Based on data not adjusted for seasonal variations or price changes, this total was 2 percent above the June 1964 level and 12 percent higher than the \$13.8 billion estimate as of July 31, 1963. Year-to-year increases were reported in both the installment account balances (19%) and in the charge account balances (6%).

Accounts receivable balances of durable-goods stores as of July 31, 1964 were 2 percent above the balances for June 1964, and 5 percent higher than those outstanding at the end of July last year. Nondurable-goods stores reflected a 3 percent increase in total credit outstanding from the June 30, 1964 level and a 19 percent increase from the total reported for July 1963.

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES, 1955-1964

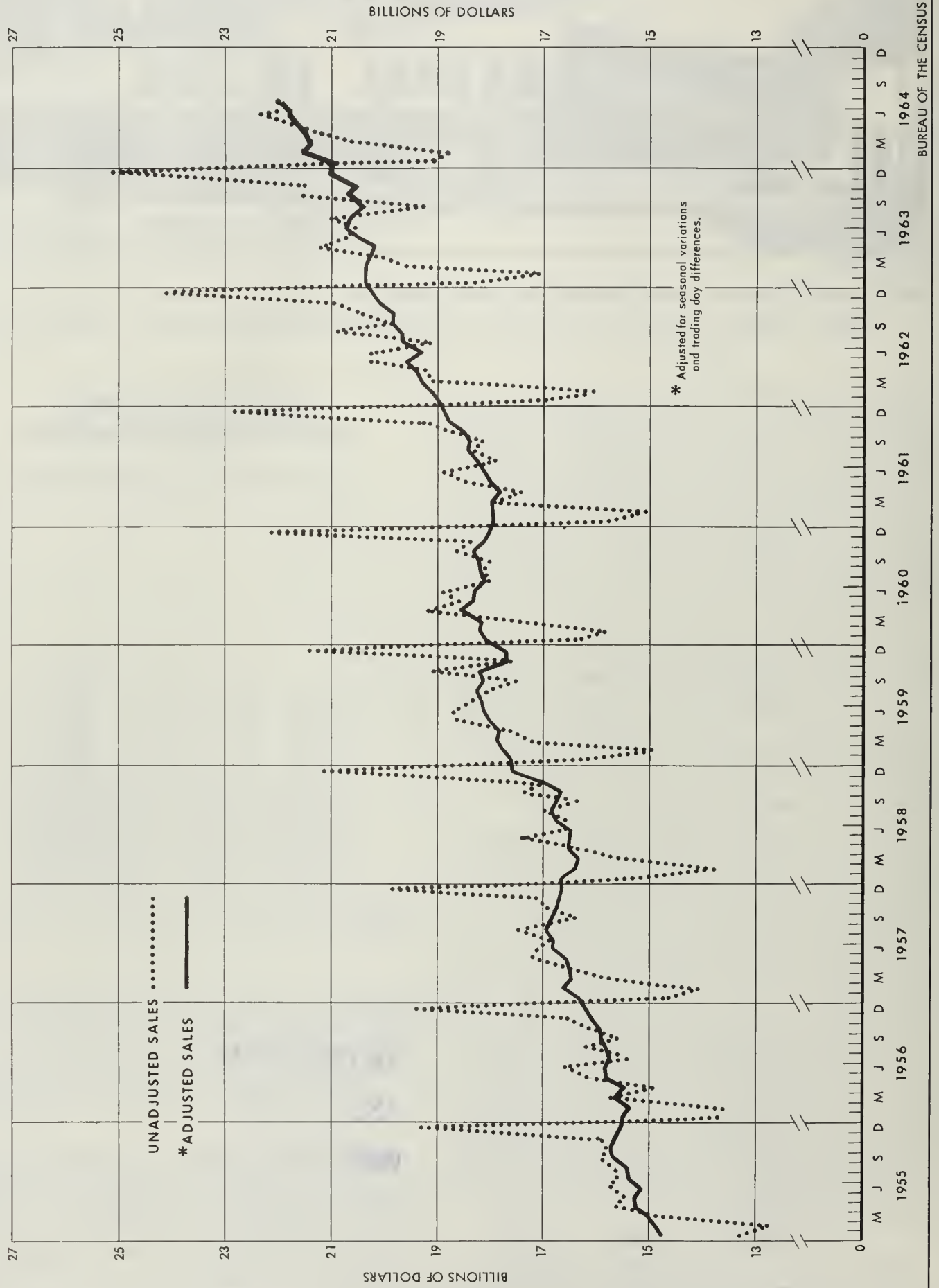


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JULY 1964

(Millions of dollars)

Kind of business	1964							1963						Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	19,154	18,758	20,502	21,186	22,508	22,242	22,172	20,540	21,018	19,267	21,528	21,494	25,104	146,522	138,020
Durable-goods stores, total.....	6,031	6,122	6,741	7,360	7,693	7,719	7,417	6,976	6,556	5,999	7,599	6,985	7,208	49,083	45,751
Nondurable-goods stores, total.....	13,123	12,636	13,761	13,826	14,815	14,523	14,755	13,564	14,462	13,268	13,929	14,509	17,896	97,439	92,269
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,455	5,003	5,318	4,684	4,910	5,153	5,194	35,473	33,884
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,949	4,502	4,828	4,238	4,449	4,689	4,679	32,074	30,668
Meat markets.....	133	125	129	123	127	127	125	131	132	118	123	124	133	889	880
Bakery products stores.....	93	89	95	94	96	92	86	86	93	91	95	97	104	645	622
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,810	1,646	1,698	1,526	1,556	1,486	1,533	11,025	10,272
Eating places.....	990	964	1,045	1,092	1,179	1,239	1,305	1,159	1,202	1,070	1,083	1,028	1,054	7,814	7,172
Restaurants, cafeterias, lunchrooms.....	831	811	869	895	942	983	1,029	925	972	870	892	885	883	6,360	5,861
Drinking places.....	446	422	440	455	471	472	505	487	496	456	473	458	479	3,211	3,100
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,381	2,108	2,444	2,275	2,417	2,728	4,399	15,711	14,409
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,638	1,677	1,800	1,816	1,713	1,512	1,757	1,646	1,734	1,956	3,165	11,308	10,353
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,392	1,212	1,408	1,340	1,404	1,590	2,625	9,201	8,315
Variety stores.....	289	313	389	361	399	395	396	341	390	354	378	414	793	2,542	2,296
Mail order houses (department store merchandise).....	140	146	178	179	173	170	158	148	183	172	197	248	307	1,144	1,030
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,121	1,010	1,167	1,161	1,191	1,308	2,172	8,017	7,457
Men's, boys' wear stores ²	208	176	206	204	240	254	216	200	209	203	218	254	471	1,504	1,431
Men's, boys' clothing, furnishings stores.....	202	171	200	196	231	247	211	194	203	197	210	246	462	1,458	1,386
Women's apparel, accessory stores ³	407	375	502	463	506	465	433	390	446	448	472	509	834	3,151	2,884
Women's ready-to-wear stores.....	347	327	440	406	440	401	369	342	394	399	418	446	727	2,730	2,537
Family clothing stores.....	187	178	247	262	252	249	216	196	238	231	247	282	472	1,591	1,455
Shoe stores.....	177	156	266	211	233	217	197	179	212	214	197	202	295	1,457	1,367
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	1,098	965	992	980	1,095	1,077	1,333	7,055	6,135
Furniture, home furnishings stores.....	584	600	638	663	685	735	702	608	651	647	719	703	790	4,607	3,955
Furniture stores.....	421	425	443	478	497	543	526	455	496	476	517	509	591	3,333	2,867
Household appliance, TV, radio stores.....	321	320	335	341	358	377	396	357	341	333	376	374	543	2,448	2,180
Household appliance dealers.....	228	229	241	244	263	282	293	271	256	247	273	270	393	1,780	1,609
Lumber, building, hardware, farm equipment group.....	936	956	1,134	1,344	1,484	1,562	1,508	1,451	1,462	1,431	1,526	1,340	1,185	8,924	8,584
Lumber yards, building materials dealers ⁴	536	542	616	721	801	879	874	876	911	842	897	771	610	4,969	4,888
Lumber yards.....	355	366	403	473	525	580	575	600	632	582	608	515	396	3,277	3,273
Hardware stores.....	176	167	182	217	246	250	239	224	227	213	222	231	308	1,477	1,446
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,387	4,162	4,003	3,529	2,990	4,387	3,949	3,690	28,972	27,414
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,215	4,289	4,110	3,896	3,746	3,288	2,779	4,148	3,712	3,377	27,350	25,893
Passenger car dealers ⁵	3,404	3,412	3,734	4,077	4,141	3,947	3,735	3,608	3,151	2,677	4,042	3,613	3,291	26,450	24,965
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,768	3,809	3,648	3,439	3,313	2,883	2,402	3,745	3,330	3,054	24,337	22,797
Tire, battery, accessory dealers.....	189	179	211	238	262	277	266	257	241	211	239	237	313	1,622	1,521
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,836	1,712	1,730	1,599	1,649	1,625	1,713	11,546	11,049
Drug and proprietary stores.....	671	656	680	665	713	705	705	660	680	647	667	666	906	4,795	4,609
Drug stores.....	652	636	657	643	689	681	674	636	655	622	643	643	871	4,632	4,463
Liquor stores.....	433	427	434	446	485	472	500	474	489	437	466	510	724	3,197	3,033
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	21,000	21,533	21,223	21,392	21,777	21,773	21,964	20,719	20,666	20,426	20,716	20,558	21,019	150,662	142,792
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,218	7,002	7,076	6,773	6,562	6,606	6,941	6,734	6,831	49,362	46,385
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,559	14,771	14,888	13,946	14,104	13,820	13,775	13,824	14,188	101,300	96,407
Food group.....	5,031	4,991	5,112	5,064	5,034	5,202	5,234	5,030	4,996	4,897	4,943	4,973	4,991	35,668	34,378
Grocery stores.....	4,548	4,513	4,605	4,574	4,540	4,704	4,749	4,540	4,527	4,441	4,484	4,512	4,523	32,233	31,105
Eating and drinking places.....	1,580	1,593	1,584	1,599	1,589	1,623	1,655	1,497	1,519	1,470	1,530	1,506	1,528	11,223	10,513
General merchandise group.....	2,481	2,592	2,489	2,514	2,589	2,620	2,689	2,415	2,475	2,390	2,303	2,355	2,474	17,974	16,512
Department stores.....	1,464	1,538	1,467	1,497	1,543	1,533	1,590	1,403	1,452	1,386	1,321	1,355	1,457	10,602	9,604
Variety stores.....	410	408	404	421	420	427	441	385	387	386	390	381	397	2,931	2,658
Mail order houses (department store mchc.)..	181	197	188	192	190	200	192	185	189	181	173	183	184	1,340	1,214
Apparel group.....	1,250	1,291	1,228	1,272	1,295	1,322	1,319	1,214	1,259	1,204	1,150	1,186	1,250	8,977	8,353
Men's, boys' wear stores ²	231	246	233	241	250	244	252	239	247	238	217	224	239	1,697	1,613
Women's apparel, accessory stores ³	497	505	477	504	502	522	516	475	480	465	451	463	482	3,523	3,219
Shoe stores.....	220	214	226	219	223	218	218	202	209	198	196	205	222	1,538	1,452
Furniture and appliance group.....	1,019	1,073	1,088	1,095	1,080	1,108	1,106	979	939	985	1,028	986	1,021	7,569	6,628
Furniture, home furnishings stores.....	671	707	711	701	699	735	702	613	611	648	666	640	637	4,926	4,261
Household appliance, TV, radio stores.....	348	366	377	394	381	373	404	366	328	337	362	346	384	2,643	2,367
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,257	1,370	1,339	1,301	1,262	1,299	1,318	1,350	1,381	1,289	9,161	8,893
Lumber yards, building materials dealers ⁴	730	779	727	707	754	765	734	746	771	761	764	754	716	5,196	5,131
Hardware stores.....	219	228	209	205	220	227	224	212	221	214	222	240	236	1,532	1,513
Automotive group.....	3,951	4,162	3,894	4,026	4,126	3,885	3,992	3,940	3,733	3,717	3,980	3,791	3,935	28,036	26,785
Passenger car, other automotive dealers.....	3,711	3,925	3,646	3,788	3,880	3,645	3,755	3,709	3,512	3,495	3,748	3,556	3,685	26,350	25,199
Tire, battery, accessory dealers.....	240	237	248	238	246	240	237	231	221	222	232	235	250	1,686	1,586
Gasoline service stations.....	1,638	1,641	1,629	1,674	1,670	1,683	1,716	1,602	1,612	1,605	1,618	1,638	1,681	11,651	11,217
Drug and proprietary stores.....	694	666	702	689	713	721	725	674	685	688	683	677	694	4,910	4,734
Liquor stores.....	471	482	491	486	495	503	495	481	476	466	478	473	483	3,423	3,267

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: JULY 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	July 1964 from--		7 mos. 1964 from 7 mos. 1963		July 1964 from--		7 mos. 1964 from 7 mos. 1963
	July 1963	June 1964			July 1963	June 1964	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+8	0	+6	Furniture and appliance group.....	+14	-1	+15
				Furniture stores.....	+16	-3	+16
Durable-goods stores, total.....	+6	-4	+7	Floor coverings stores*.....	+13	-11	+21
Nondurable-goods stores, total.....	+9	+2	+6	Household appliance, TV, radio stores.....	+11	+5	+12
				Household appliance stores.....	+8	+4	+11
				TV, radio stores*.....	+19	+7	+16
Food group.....	+9	+7	+5	Lumber, building, hardware, farm equipment			
Grocery stores.....	+10	+7	+5	group.....	+4	-3	+4
Meat markets.....	-5	-2	+1	Lumber, building materials dealers.....	0	-1	+2
Fruit stores, vegetable markets*.....	-9	+10	+5	Lumber yards.....	-4	-1	0
Candy, nut, confectionery stores*.....	0	+4	-3	Paint, glass, wallpaper stores*.....	-4	-3	+3
Bakery products stores.....	0	-7	+4	Heating and plumbing equipment dealers*.....	+9	+9	+4
Delicatessen stores*.....	-20	-4	-3	Hardware stores.....	+7	-4	+2
				Farm equipment dealers*.....	+13	-9	+10
Eating and drinking places.....	+10	+6	+7	Automotive group.....	+4	-5	+6
Eating places.....	+13	+5	+9	Passenger car dealers.....	+4	-5	+6
Restaurants, cafeterias, lunchrooms.....	+11	+5	+9	Passenger car dealers (franchised).....	+4	-6	+7
Drinking places.....	+4	+7	+4	Tire, battery, accessory dealers.....	+4	-4	+7
General merchandise group.....	+13	-4	+9	Gasoline service stations.....	+7	+5	+4
Department stores and dry goods, general				Fuel fuel oil dealers*.....	+14	+1	-2
merchandise stores.....	+13	-6	+9	Fuel dealers, except fuel oil*.....	+14	+9	-4
Department stores.....	+15	-6	+11	Fuel oil dealers*.....	+13	-5	0
Variety stores.....	+16	0	+11	Drug and proprietary stores.....	+7	0	+4
Mail order houses (department store				Drug stores.....	+6	-1	+4
merchandise).....	+7	-7	+11	Liquor stores.....	+5	+6	+5
Apparel group.....	+11	-9	+8	Jewelry stores*.....	+15	-14	+7
Men's, boys' clothing, furnishings stores.....	+9	-15	+5	Florists*.....	+6	-15	+6
Men's, boys' clothing stores*.....	+8	-13	+5	Book stores*.....	+73	+23	+41
Men's, boys' furnishings stores*.....	+12	-22	+10	Stationery stores*.....	+11	-6	+3
Women's ready-to-wear stores.....	+8	-8	+8	Music stores*.....	+19	-8	+17
Family clothing stores.....	+10	-13	+9	Camera, photographic supply stores*.....	+11	+7	+3
Women's apparel, accessory, specialty stores*.....	+30	0	+20	Optical goods stores*.....	+12	0	+13
Shoe stores.....	+10	-9	+7	Typewriter stores*.....	+7	+14	-7

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+6	+1	+6	Furniture and appliance group.....	+13	0	+14
Durable-goods stores, total.....	+4	+1	+6	Furniture, home furnishings stores.....	+15	-4	+16
Nondurable-goods stores, total.....	+7	+1	+5	Household appliance, TV, radio stores.....	+10	+8	+12
Food group.....	+4	+1	+4	Lumber, building, hardware, farm equipment group.....	+3	-3	+3
Grocery stores.....	+5	+1	+4	Lumber, building materials dealers.....	-2	-4	+1
Eating and drinking places.....	+11	+2	+7	Hardware stores.....	+6	-1	+1
General merchandise group.....	+11	+3	+9	Automotive group.....	+1	+3	+5
Department stores.....	+13	+4	+10	Passenger car and other automotive dealers....	+1	+3	+5
Variety stores.....	+15	+3	+10	Tire, battery, accessory dealers.....	+3	-1	+6
Mail order houses (department store merchandise).....	+4	-4	+10	Gasoline service stations.....	+7	+2	+4
Apparel group.....	+9	0	+7	Drug and proprietary stores.....	+8	+1	+4
Men's, boys' wear stores.....	+5	+3	+5	Liquor stores.....	+3	-2	+5
Women's apparel, accessory stores.....	+9	-1	+9				
Shoe stores.....	+8	0	+6				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JULY 1964

(Millions of dollars)															
Kind of business	1964							1963						Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,478	4,330	4,859	4,858	5,233	5,107	5,180	4,601	5,107	4,611	4,915	5,364	6,943	34,045	31,340
Durable-goods stores, total.....	310	315	359	390	421	450	457	388	389	365	412	411	501	2,702	2,391
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,812	4,657	4,723	4,213	4,718	4,246	4,503	4,953	6,442	31,343	28,949
Food group.....	2,139	2,035	2,026	2,028	2,184	2,041	2,230	1,974	2,193	1,877	2,018	2,192	2,142	14,683	13,935
Grocery stores ¹	2,086	1,982	1,970	1,975	2,125	1,981	2,169	1,915	2,137	1,825	1,965	2,140	2,081	14,288	13,544
Eating and drinking places.....	102	100	111	111	120	131	134	111	115	107	109	105	107	809	710
General merchandise group.....	1,262	1,246	1,564	1,592	1,696	1,698	1,605	1,415	1,641	1,526	1,615	1,843	2,995	10,663	9,410
Department stores and dry goods, general merchandise stores.....	909	871	1,105	1,148	1,232	1,232	1,155	1,011	1,176	1,105	1,149	1,307	2,113	7,652	6,709
Department stores.....	790	763	968	1,002	1,074	1,075	1,003	879	1,015	961	1,000	1,137	1,850	6,675	5,850
Variety stores.....	216	238	304	281	306	304	299	263	301	272	292	321	611	1,948	1,745
Apparel group.....	247	228	365	304	350	335	292	263	310	309	311	348	567	2,121	1,955
Men's, boys' wear stores ²	26	22	29	26	33	32	26	25	25	25	30	34	60	194	181
Women's apparel, accessory stores ³	97	95	147	132	148	144	125	115	138	128	131	152	246	888	812
Women's ready-to-wear stores.....	89	88	135	122	136	132	114	106	128	118	120	141	226	816	748
Shoe stores.....	73	66	119	86	100	94	82	71	84	93	83	83	133	620	582
Furniture and appliance group.....	78	83	96	92	103	105	103	91	98	94	102	108	128	660	585
Tire, battery, accessory dealers.....	75	72	82	96	106	115	108	102	94	83	93	94	132	654	602
Drug and proprietary stores.....	140	138	148	141	152	152	153	138	143	135	138	143	226	1,024	943
Liquor stores.....	91	93	98	97	102	97	100	99	105	92	102	111	171	678	652

Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	5,089	5,111	5,126	5,105	5,165	5,240	5,322	4,914	4,983	4,871	4,809	4,922	5,043	36,158	33,463
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	2,066	2,095	1,992	2,007	1,970	1,993	2,015	2,017	14,304	13,714
Eating and drinking places.....	111	110	112	112	115	127	126	105	107	105	107	105	106	813	721
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,759	1,791	1,604	1,646	1,605	1,523	1,600	1,674	12,198	10,805
Department stores.....	1,057	1,090	1,075	1,049	1,110	1,087	1,124	995	1,035	1,000	932	993	1,050	7,592	6,666
Variety stores.....	318	318	319	329	320	324	295	295	294	297	298	296	305	2,257	2,034
Apparel group.....	336	337	326	343	348	349	351	324	341	316	298	310	326	2,390	2,192
Men's, boys' wear stores ²	31	33	29	31	34	32	33	33	33	31	29	27	29	223	206
Women's apparel, accessory stores ³	139	140	136	151	146	153	149	141	147	132	125	135	137	1,014	924
Shoe stores.....	94	90	98	91	95	91	96	82	90	87	84	83	92	655	617
Tire, battery, accessory dealers.....	99	98	96	96	99	100	96	92	88	89	91	92	99	684	632
Drug and proprietary stores.....	152	148	157	147	157	156	161	145	150	147	146	144	147	1,078	994

¹ Based on weekly sales figures converted to calendar month totals. July 1964 weekly sales (in millions of dollars) were as follows: For week ending July 4 = 477; July 11 = 480; July 18 = 472; July 25 = 459; August 1 = 467.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: JULY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1964							1963						Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
United States, total.....	5,328	5,143	5,773	5,819	6,253	6,109	6,147	5,518	6,094	5,546	5,947	6,411	8,239	40,572	37,515
Food group.....	2,413	2,288	2,273	2,272	2,444	2,292	2,493	2,262	2,497	2,150	2,294	2,477	2,431	16,475	15,755
Grocery stores.....	2,334	2,211	2,190	2,192	2,359	2,206	2,406	2,179	2,417	2,074	2,217	2,401	2,343	15,898	15,214
Eating and drinking places.....	148	139	156	158	171	190	197	164	170	159	166	165	163	1,159	1,041
General merchandise group.....	1,372	1,368	1,708	1,734	1,849	1,860	1,730	1,550	1,799	1,672	1,773	2,019	3,275	11,621	10,381
Department stores and dry goods, general															
merchandise stores.....	1,006	976	1,232	1,277	1,369	1,382	1,268	1,126	1,312	1,231	1,285	1,455	2,349	8,510	7,490
Department stores.....	861	843	1,065	1,100	1,178	1,190	1,084	957	1,105	1,051	1,095	1,244	2,029	7,321	6,408
Drug and proprietary stores.....	165	162	172	163	180	182	184	167	176	165	168	172	266	1,208	1,135

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: JULY 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

(Based on figures that are not adjusted for seasonal variations or trading day differences.)							
Area	Percentage change in sales			Area	Percentage change in sales		
	July 1964 from--		7 mos. 1964 from 7 mos. 1963		July 1964 from--		7 mos. 1964 from 7 mos. 1963
	July 1963	June 1964			July 1963	June 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+12	-16	+9
				New York City.....	+14	-19	+9
				Newark, N. J.....	+5	-10	+3
Akron, Ohio.....	+8	+2	+9	Norfolk-Portsmouth, Va.....	+6	-14	+11
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Oklahoma City, Okla.....	+4	0	+4
Asheville, N. C.....	+5	+5	+4	Omaha, Nebr.....	+4	+1	+5
Atlanta, Ga.....	+9	-7	+11	Peoria, Ill.....	+6	-14	+4
Augusta, Ga.....	+4	-16	+8	Philadelphia, Pa.....	+10	-14	+8
				Phoenix, Ariz.....	NA	NA	NA
Baltimore, Md.....	+6	-14	+10	Pittsburgh, Pa.....	+8	-20	+8
Baton Rouge, La.....	+8	-6	+4	Portland, Oreg.....	+6	-3	+5
Binghamton, N. Y.....	+15	-5	+9	Reading, Pa.....	+16	-13	+11
Birmingham, Ala.....	-1	-6	+4	Richmond, Va.....	+2	-11	+6
Boston, Mass.....	+5	-17	+5	Rochester, N. Y.....	-4	-14	+2
				Sacramento, Calif.....	+15	-10	+16
Buffalo, N. Y.....	+4	-18	+7				
Canton, Ohio.....	+6	-1	+7	St. Louis, Mo.....	+1	-11	0
Chattanooga, Tenn.....	+12	-14	+10	Salt Lake City, Utah.....	+3	-5	+4
Chicago, Ill.....	+18	-10	+12	San Antonio, Tex.....	+16	+3	+11
Cincinnati, Ohio.....	+5	-6	+9	San Bernardino, Calif.....	NA	NA	NA
				San Diego, Calif.....	+9	-4	+10
Cleveland, Ohio.....	+8	-6	+9	Savannah, Ga.....	+6	-15	+9
Columbus, Ga.....	NA	NA	NA	Seattle, Wash.....	+3	0	0
Columbus, Ohio.....	+6	+2	+7	Shreveport, La.....	+9	-5	+5
Corpus Christi, Tex.....	+12	+4	+4	South Bend, Ind.....	+9	+3	+2
Dallas, Tex.....	+11	+5	+10	Spokane, Wash.....	+8	-5	+2
Denver, Colo.....	+4	-2	+7	Springfield, Mo.....	+16	+6	+9
Des Moines, Iowa.....	+14	+5	+9	Springfield, Ohio.....	+20	-1	+8
Detroit, Mich.....	+13	-13	+14	Syracuse, N. Y.....	-2	-18	+1
El Paso, Tex.....	+9	-9	+9	Tacoma, Wash.....	+10	+4	+2
Erie, Pa.....	+3	-17	+6	Tampa-St. Petersburg, Fla.....	0	-10	+7
Evansville, Ind.....	NA	NA	NA	Toledo, Ohio.....	+7	-9	+7
Flint, Mich.....	+13	-11	+10	Trenton, N. J.....	+12	-9	+11
Fort Wayne, Ind.....	+12	+3	+5	Tulsa, Okla.....	+11	-2	+7
Fort Worth, Tex.....	NA	NA	NA	Utica-Rome, N. Y.....	NA	NA	NA
Grand Rapids, Mich.....	+4	-12	+7	Waco, Tex.....	+13	+2	+11
Houston, Tex.....	+16	+8	+16	Washington, D. C.....	+10	-11	+12
Indianapolis, Ind.....	+7	-6	+2	Wheeling, W. Va.....	-4	-12	+1
Jacksonville, Fla.....	+7	-11	+18	Wichita, Kans.....	+13	0	+8
Kansas City, Mo.....	+10	+5	+6	Worcester, Mass.....	+3	-14	+6
Knoxville, Tenn.....	-2	-3	+6	Youngstown, Ohio.....	+6	-3	+9
Lancaster, Pa.....	+12	-4	+9	CITIES			
Lexington, Ky.....	+3	-17	+11	Bridgeport, Conn.....	0	-9	+2
Los Angeles, Long Beach, Calif.....	+12	0	+11	Bristol, Tenn.-Va.....	-2	-16	+4
Louisville, Ky.....	+9	-8	+10	Duluth, Minn.-Superior, Wis.....	+5	-4	+5
Macon, Ga.....	-5	-16	+5	Minneapolis, Minn.....	+10	-21	+8
				Oakland-Berkeley, Calif.....	-1	+9	-2
Memphis, Tenn.....	+7	+3	+6				
Miami, Fla.....	+6	-11	+12	Portsmouth, Ohio.....	+1	-13	+5
Milwaukee, Wis.....	+7	-7	+5	Rome, Ga.....	0	-22	+7
Mobile, Ala.....	+4	-6	+2	St. Paul, Minn.....	+22	-16	+20
New Orleans, La.....	+5	-2	+8	San Francisco, Calif.....	+5	-3	+4
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: JULY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964							1963							Percentage change, July 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1963	June 1964	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	14,628	14,123	14,335	14,638	15,197	15,140	15,500	13,781	14,016	13,990	14,269	14,361	15,484	+12	+2	
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,491	6,647	6,785	6,457	6,559	6,532	6,588	6,456	6,626	+5	+2	
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,706	8,493	8,715	7,324	7,457	7,458	7,681	7,905	8,858	+19	+3	
Food group.....	352	346	344	336	335	338	334	349	364	335	353	348	354	-4	-1	
Grocery stores.....	288	283	290	282	286	291	284	298	305	300	293	289	293	-5	-2	
Eating and drinking places.....	84	85	86	87	89	91	83	71	74	60	70	84	89	+17	-9	
General merchandise group.....	4,943	4,723	4,792	4,912	5,121	5,083	5,380	4,287	4,371	4,452	4,592	4,762	5,423	+25	+6	
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	3,897	3,915	4,159	3,274	3,336	3,381	3,521	3,641	4,164	+27	+6	
Department stores.....	3,385	3,167	3,241	3,343	3,462	3,475	3,647	2,904	2,971	3,000	3,124	3,240	3,730	+26	+5	
Mail order houses (department store mdse.).....	972	960	977	983	1,039	984	1,013	846	868	899	918	952	1,062	+20	+3	
Apparel group.....	1,062	962	986	986	1,006	994	1,021	837	855	898	941	953	1,186	+22	+3	
Women's ready-to-wear stores.....	454	424	459	465	457	438	436	371	379	406	422	421	512	+18	0	
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,104	2,111	2,268	2,005	2,026	2,035	2,042	2,061	2,278	+13	+7	
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,587	1,595	1,754	1,528	1,555	1,573	1,565	1,551	1,716	+15	+10	
Furniture stores.....	1,511	1,457	1,411	1,405	1,442	1,434	1,593	1,401	1,433	1,426	1,419	1,394	1,532	+14	+11	
Household appliance, TV, radio stores.....	523	523	524	499	517	516	514	477	471	462	477	510	562	+8	0	
Household appliance dealers.....	461	459	461	437	457	452	455	429	413	403	413	446	490	+6	+1	
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,682	1,810	1,960	1,968	1,961	2,050	2,117	2,076	2,097	1,932	1,778	-4	0	
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,384	1,356	1,356	1,445	1,510	1,498	1,520	1,441	1,300	-6	0	
Lumber yards.....	883	873	857	945	1,003	963	960	1,098	1,134	1,104	1,114	1,046	948	-13	0	
Automotive group.....	1,481	1,442	1,460	1,488	1,553	1,610	1,586	1,510	1,462	1,457	1,514	1,538	1,560	+5	-1	
Passenger car dealers.....	992	955	954	997	1,002	1,005	989	1,011	944	974	1,020	1,028	1,048	-2	-2	
Passenger car dealers (franchised).....	914	881	887	909	920	930	913	910	878	880	952	957	980	0	-2	
Tire, battery, accessory dealers.....	462	460	472	465	521	571	570	500	485	483	461	482	479	+14	0	
Gasoline service stations.....	451	439	461	457	465	470	466	448	456	452	467	469	442	+4	-1	
Other retail stores.....	2,394	2,352	2,423	2,507	2,564	2,475	2,401	2,224	2,291	2,205	2,193	2,214	2,374	+8	-3	
CHARGE ACCOUNTS																
United States, total.....	7,409	7,126	7,221	7,431	7,718	7,594	7,611	7,157	7,264	7,178	7,381	7,381	7,826	+6	0	
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,582	3,657	3,710	3,594	3,669	3,654	3,774	3,658	3,622	+3	+1	
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,136	3,937	3,901	3,563	3,595	3,524	3,607	3,723	4,204	+9	-1	
Food group.....	341	334	333	326	322	325	321	339	349	337	340	336	342	-5	-1	
General merchandise group.....	1,039	958	916	905	959	928	988	846	839	855	857	910	1,160	+17	+6	
Department stores and dry goods, general merchandise stores.....	950	871	835	823	868	824	867	745	740	750	768	819	1,065	+16	+5	
Department stores.....	844	765	721	705	751	708	727	652	647	656	661	710	950	+12	+3	
Apparel group.....	748	666	689	694	708	705	697	598	609	648	681	697	873	+17	-1	
Furniture and appliance group.....	667	648	639	634	655	669	743	612	630	626	652	677	760	+21	+11	
Furniture, home furnishings stores.....	486	466	461	478	496	508	583	464	480	484	490	498	562	+26	+15	
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,490	1,625	1,760	1,775	1,786	1,845	1,912	1,876	1,914	1,761	1,606	-3	+1	
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,328	1,308	1,299	1,385	1,448	1,437	1,460	1,386	1,246	-6	-1	
Lumber yards.....	848	840	822	910	970	936	926	1,051	1,089	1,061	1,073	1,009	911	-12	-1	
Automotive group.....	882	858	849	855	899	915	881	844	809	818	885	884	902	+4	-4	
Passenger car dealers (franchised).....	641	620	607	624	632	637	622	594	572	577	632	638	662	+5	-2	
Gasoline service stations.....	439	430	447	444	452	457	454	438	447	441	455	455	429	+4	-1	
INSTALLMENT ACCOUNTS																
United States, total.....	7,219	6,997	7,114	7,207	7,479	7,546	7,889	6,624	6,752	6,812	6,888	6,980	7,658	+19	+5	
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,909	2,990	3,075	2,863	2,890	2,878	2,814	2,798	3,004	+7	+3	
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,570	4,556	4,814	3,761	3,862	3,934	4,074	4,182	4,654	+28	+6	
General merchandise group.....	3,904	3,765	3,876	4,007	4,162	4,155	4,392	3,441	3,532	3,597	3,735	3,852	4,263	+28	+6	
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,029	3,091	3,292	2,529	2,596	2,631	2,753	2,822	3,099	+30	+7	
Department stores.....	2,541	2,402	2,520	2,638	2,711	2,767	2,920	2,252	2,324	2,344	2,463	2,530	2,780	+30	+6	
Apparel group.....	314	296	297	292	298	289	324	239	246	250	260	256	313	+36	+12	
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,449	1,442	1,525	1,393	1,396	1,409	1,390	1,384	1,518	+9	+6	
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,091	1,087	1,171	1,064	1,075	1,089	1,075	1,053	1,154	+10	+8	
Household appliance, TV, radio stores.....	343	341	346	343	358	355	355	329	321	320	315	331	364	+8	0	
Lumber, building, hardware, farm equip. group..	166	179	192	185	200	193	175	205	205	200	183	171	172	-15	-9	
Automotive group.....	599	584	611	633	654	695	705	666	653	639	629	654	658	+6	+1	
Tire, battery, accessory dealers.....	267	265	271	278	300	344	352	299	296	290	255	276	282	+18	+2	

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: JULY 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

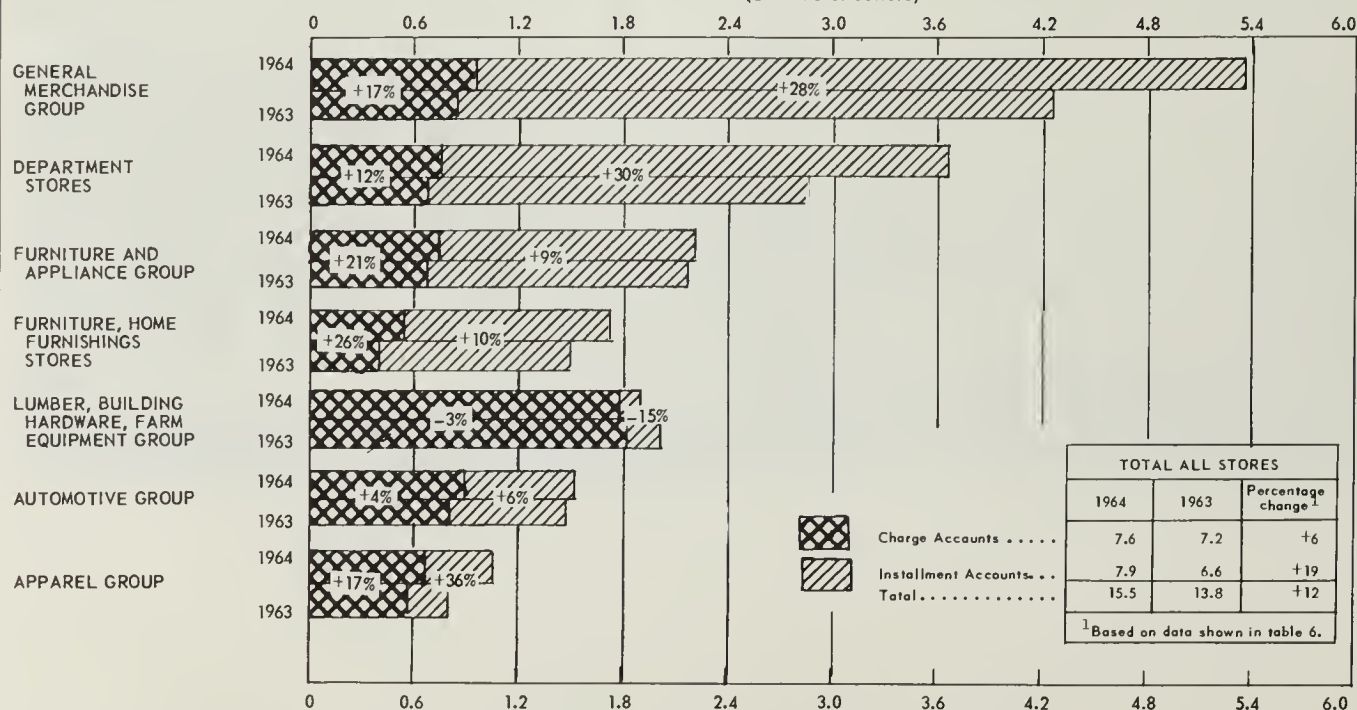
Kind of business	1964							1963							Percentage change, July 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1963	June 1964	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	5,207	5,012	5,078	5,177	5,377	5,468	5,499	4,605	4,789	4,846	4,923	5,072	5,591	+19	+1	
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,200	1,262	1,263	1,161	1,218	1,211	1,172	1,186	1,222	+9	0	
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,177	4,206	4,236	3,444	3,571	3,635	3,751	3,886	4,369	+23	+1	
General merchandise group.....	3,587	3,433	3,495	3,595	3,749	3,769	3,805	3,065	3,187	3,255	3,365	3,488	3,904	+24	+1	
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	2,910	2,954	2,989	2,405	2,508	2,552	2,654	2,744	3,095	+24	+1	
Department stores.....	2,524	2,369	2,449	2,533	2,606	2,646	2,677	2,153	2,256	2,280	2,375	2,455	2,779	+24	+1	
Apparel group.....	264	247	250	253	248	257	257	215	215	223	229	235	294	+20	0	
Furniture and appliance group.....	365	368	374	358	361	358	365	332	329	334	339	349	375	+10	+2	
Tire, battery, accessory dealers.....	270	268	273	283	302	338	349	307	306	301	266	282	288	+14	+3	
CHARGE ACCOUNTS																
United States, total.....	1,055	983	956	940	995	1,012	991	906	955	957	954	975	1,116	+9	-2	
Durable-goods stores, total.....	309	290	290	305	313	336	341	321	369	363	357	350	331	+6	+1	
Nondurable-goods stores, total.....	746	693	666	635	682	676	650	585	586	594	597	625	785	+11	-4	
General merchandise group.....	457	411	381	360	401	391	372	330	338	350	346	368	489	+13	-5	
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	335	316	289	295	306	306	329	449	+9	-6	
Department stores.....	383	344	315	293	326	306	286	266	274	283	284	302	418	+8	-7	
Apparel group.....	125	116	118	118	119	124	122	107	99	105	108	107	138	+14	-2	
Furniture and appliance group.....	41	44	44	42	39	41	42	37	37	37	39	40	43	+14	+2	
INSTALLMENT ACCOUNTS																
United States, total.....	4,152	4,029	4,122	4,237	4,382	4,456	4,508	3,699	3,834	3,889	3,969	4,097	4,475	+22	+1	
Durable-goods stores, total.....	871	863	862	854	887	916	921	840	849	848	815	836	891	+10	-1	
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,495	3,540	3,587	2,859	2,985	3,041	3,154	3,261	3,584	+25	+2	
General merchandise group.....	3,130	3,022	3,114	3,235	3,348	3,378	3,433	2,735	2,849	2,905	3,019	3,120	3,415	+26	+2	
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,555	2,619	2,673	2,116	2,213	2,246	2,348	2,415	2,646	+26	+2	
Department stores.....	2,141	2,025	2,134	2,240	2,280	2,340	2,391	1,887	1,982	1,997	2,091	2,153	2,361	+27	+2	
Apparel group.....	139	131	132	135	129	133	135	108	116	118	121	128	156	+25	+2	
Furniture and appliance group.....	324	324	330	316	322	317	323	295	292	297	300	309	332	+9	+2	

¹ Preliminary estimates, see Explanatory material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--JULY 1964 AND JULY 1963

(Billions of dollars)



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

BUREAU OF THE CENSUS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Cameras, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES-- UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous month").

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	96.0	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	95.9	92.5	110.3	101.9	107.4
Nondurable-goods stores, total.....	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.8	95.6	99.1	104.1	103.4	101.2	97.4	95.7	96.6	104.9	97.6	102.1	100.0	96.5	106.7	94.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	92.4	91.8	95.7	105.5	109.4	110.5	104.3	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.....	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	130.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores.....	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	143.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	NA	NA	NA	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	NA	NA	NA	NA	NA
Tire, battery, accessory dealers.....	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	100.8	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	99.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	98.0	95.2	101.5	95.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.2	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	90.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.....	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	\bar{I}/\bar{C}	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.77	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITE
GOVERNMENT
DIVISION OF PI
WASHINGTON
-
OFFICIAL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

FIRST CLASS MAIL

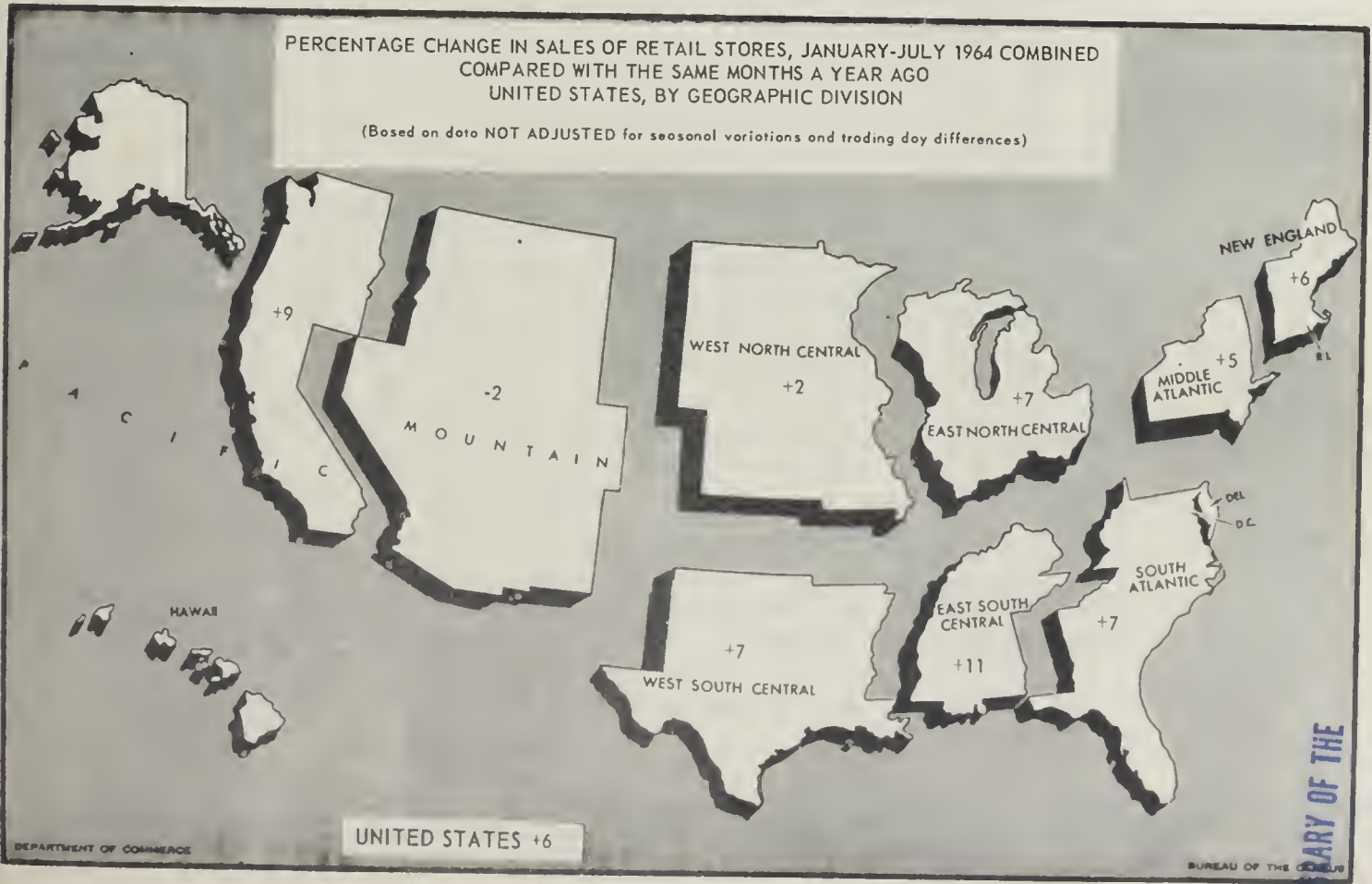


For release
September 11, 1964

BR-64-7-Supp.

Retail Sales: July 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)



THE LIBRARY OF THE
OCT 1 1964
UNIVERSITY OF ILLINOIS

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: JULY 1963 TO JULY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964							1963							Percentage change	
															Jan.-July 1964 from--	July 1964 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1963	July 1963	June 1964
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,508	22,242	22,172	20,540	21,018	19,267	21,528	21,494	25,104	+6	+8	0
Durable-goods stores, total....	6,031	6,122	6,741	7,360	7,693	7,719	7,417	6,976	6,556	5,999	7,599	6,985	7,208	+7	+6	-4
Nondurable-goods stores, total..	13,123	12,636	13,761	13,826	14,815	14,523	14,755	13,564	14,462	13,268	13,929	14,509	17,896	+6	+9	+2
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,455	5,003	5,318	4,684	4,910	5,153	5,194	+5	+9	+7
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,949	4,502	4,828	4,238	4,449	4,689	4,679	+5	+10	+7
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,810	1,646	1,698	1,526	1,556	1,486	1,533	+7	+10	+6
GAF ² , total.....	3,803	3,722	4,559	4,454	4,804	4,841	4,600	4,083	4,603	4,416	4,703	5,113	7,904	+10	+13	-5
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,381	2,108	2,444	2,275	2,417	2,728	4,399	+9	+13	-4
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,392	1,212	1,408	1,340	1,408	1,590	2,625	+11	+15	-6
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,121	1,010	1,167	1,161	1,191	1,308	2,172	+7	+11	-9
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	1,098	965	992	980	1,095	1,077	1,333	+15	+14	-1
Lumber, bldg., hdwe., farm equip. grp...	936	956	1,134	1,344	1,484	1,562	1,508	1,451	1,462	1,431	1,526	1,340	1,185	+4	+4	-3
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,387	4,162	4,003	3,529	2,990	4,387	3,949	3,690	+6	+4	-5
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,836	1,712	1,730	1,599	1,649	1,625	1,713	+4	+7	+5
Drug and proprietary stores.....	671	656	680	665	713	705	705	660	680	647	667	666	906	+4	+7	0
THE NORTHEASTERN STATES, TOTAL.....	4,933	4,766	5,283	5,370	5,734	5,671	5,482	5,213	5,262	4,837	5,390	5,492	6,595	+5	+5	-3
Durable-goods stores, total....	1,356	1,348	1,553	1,714	1,817	1,775	1,591	1,598	1,458	1,257	1,679	1,595	1,685	+5	0	-10
Nondurable-goods stores, total..	3,577	3,418	3,730	3,656	3,917	3,896	3,891	3,615	3,804	3,580	3,711	3,897	4,910	+5	+8	0
Food group.....	1,435	1,373	1,385	1,381	1,484	1,450	1,546	1,434	1,482	1,318	1,367	1,426	1,459	+5	+8	+7
Grocery stores.....	1,208	1,152	1,152	1,159	1,249	1,217	1,316	1,167	1,243	1,094	1,142	1,196	1,205	+6	+13	+8
Eating and drinking places.....	423	409	447	466	508	528	545	507	524	472	485	454	467	+6	+7	+3
GAF ² , total.....	1,036	997	1,246	1,181	1,314	1,338	1,218	1,099	1,217	1,210	1,280	1,413	2,208	+8	+11	-9
General merchandise group.....	447	435	537	529	585	608	576	503	567	559	588	674	1,106	+8	+15	-5
Department stores.....	280	263	333	330	368	383	350	295	339	347	358	409	697	+8	+19	-9
Apparel group.....	340	306	439	376	435	430	348	320	362	388	388	425	700	+7	+9	-19
Furniture and appliance group.....							0							+9	+7	-3
Lumber, bldg., hdwe., farm equip. grp...							0									-6
Gasoline service stations.....	284	276	301	307	325	327	336	325	322	298	303	300	308	+5	+3	+3
Drug and proprietary stores.....	153	146	151	146	152	160	159	154	159	152	154	154	203	+2	+3	-1
THE NORTH CENTRAL STATES, TOTAL.....	5,516	5,397	5,872	6,254	6,674	6,549	6,562	6,110	6,237	5,819	6,616	6,510	7,347	+6	+7	0
Durable-goods stores, total....	1,713	1,737	1,918	2,198	2,242	2,284	2,215	2,132	1,996	1,899	2,437	2,172	2,121	+6	+4	-3
Nondurable-goods stores, total..	3,803	3,660	3,954	4,056	4,432	4,265	4,347	3,978	4,241	3,920	4,179	4,338	5,226	+5	+9	+2
Food group.....	1,390	1,360	1,356	1,359	1,472	1,428	1,518	1,368	1,456	1,303	1,379	1,449	1,446	+5	+11	+6
Grocery stores.....	1,276	1,253	1,246	1,248	1,349	1,302	1,391	1,256	1,335	1,193	1,261	1,329	1,319	+5	+11	+7
Eating and drinking places.....	436	410	440	458	493	510	552	491	507	463	475	450	452	+8	+12	+8
GAF ² , total.....	1,091	1,064	1,300	1,310	1,386	1,393	1,344	1,191	1,357	1,324	1,402	1,548	2,309	+10	+13	-4
General merchandise group.....	585	590	724	735	785	796	753	655	777	735	771	887	1,386	+11	+15	-5
Department stores.....	342	337	419	444	468	476	439	384	455	436	449	512	832	+12	+14	-8
Apparel group.....	259	227	307	295	327	298	279	257	298	289	298	351	553	+5	+9	-6
Furniture and appliance group.....	247	247	269	280	274	299	312	279	282	300	333	310	370	+16	+12	+4
Lumber, bldg., hdwe., farm equip. grp...	350	348	401	489	533	571	563	535	555	584	622	536	467	+6	+5	-1
Automotive group.....	977	993	1,103	1,291	1,285	1,259	1,185	1,177	1,013	846	1,315	1,157	1,030	+4	+1	-5
Gasoline service stations.....	501	475	502	521	551	542	575	541	547	505	542	529	570	+3	+6	+6
Drug and proprietary stores.....	205	197	198	191	214	205	209	198	203	199	206	209	278	+3	+6	+2
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,198	5,994	6,054	5,443	5,663	5,102	5,668	5,640	6,575	+8	+11	+1
Durable-goods stores, total....	1,767	1,860	2,067	2,163	2,303	2,228	2,261	1,911	1,845	1,692	2,056	1,907	1,999	+11	+15	-1
Nondurable-goods stores, total..	3,423	3,311	3,635	3,646	3,895	3,766	3,853	3,532	3,818	3,410	3,612	3,733	4,576	+6	+9	+2
Food group.....	1,308	1,255	1,266	1,282	1,373	1,352	1,439	1,325	1,418	1,311	1,307	1,364	1,357	+4	+9	+6
Grocery stores.....	1,247	1,196	1,201	1,212	1,304	1,285	1,366	1,259	1,360	1,177	1,247	1,306	1,290	+4	+8	+6
Eating and drinking places.....	359	361	323	345	357	359	342	344	351	344	316	308	319	+9	+11	+6
GAF ² , total.....	986	982	1,232	1,188	1,296	1,258	1,210	1,088	1,266	1,211	1,277	1,277	2,007	+11	+14	-4
General merchandise group.....	49	50	64	64	67	63	604	64	64	67	67	67	1,104	+9	+10	-5
Department stores.....	241	238	321	312	317	313	311	281	281	281	281	281	564	+11	+15	-4
Apparel group.....	277	254	361	304	323	313	306	277	277	277	277	277	586	+8	+10	-2
Furniture and appliance group.....	223	228	243	265	280	280	313	200	281	281	281	281	317	+12	+25	-4
Lumber, bldg., hdwe., farm equip. grp...	250	266	344	396	441	418	411	361	361	361	361	361	283	+6	+7	+0
Automotive group.....	1,161	1,211	1,314	1,455	1,471	1,371	1,327	1,161	1,161	1,161	1,161	1,161	1,140	+10	+13	+1
Gasoline service stations.....	471	444	477	486	511	511	511	471	471	471	471	471	490	+8	+11	+3
Drug and proprietary stores.....	181	180	188	186	211	196	196	179	179	179	179	179	229	+5	+12	0
THE WEST, TOTAL.....	5,521	5,444	5,664	5,771	6,184	6,088	6,144	5,611	5,611	5,111	5,611	5,611	6,587	+6	+9	+1
Durable-goods stores, total....	1,771	1,771	1,771	1,771	1,771	1,771	1,771	1,771	1,771	1,771	1,771	1,771	1,771	+6	+6	-2
Nondurable-goods stores, total..	3,750	3,673	3,893	4,000	4,413	4,317	4,373	3,840	3,840	3,340	3,840	3,840	4,816	+6	+9	+3
Food group.....	885	811	824	874	919	884	919	811	811	811	811	811	932	+4	+9	+8
Grocery stores.....	817	794	807	795	877	860	876	794	794	794	794	794	865	+3	+7	+8
Eating and drinking places.....	271	271	271	271	271	271	271	271	271	271	271	271	295	+6	+7	+5
GAF ² , total.....	691	691	781	781	811	811	811	691	691	691	691	691	1,380	+11	+14	-3
General merchandise group.....	341	341	411	411	411	411	411	341	341	341	341	341	803	+11	+11	-1
Department stores.....														+13	+11	-2
Apparel group.....	170	140	176	160	187	198	198	170	174	174	174	174	333	+11	+21	-5
Furniture and appliance group.....														+19	+13	+0
Gasoline service stations.....														+2	+6	+7
Drug and proprietary stores.....														+6	+6	-2

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: JULY 1963 TO JULY 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964							1963						Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1964 from--		June 1964
														Jan.-July 1963	July 1964 from--	
New England Division, total.....	1,238	1,162	1,272	1,313	1,423	1,439	1,417	1,311	1,325	1,170	1,289	1,336	1,662	+6	+8	-2
Durable-goods stores.....	376	357	417	477	513	493	430	423	392	318	412	401	469	+10	+2	-13
Nondurable-goods stores.....	862	805	855	836	910	946	987	888	933	852	877	935	1,193	+4	+11	+4
Food group.....	340	317	318	318	353	362	395	368	370	317	321	342	347	+3	+7	+9
GAF ² , total.....	230	218	263	256	289	305	294	240	282	256	266	313	505	+9	+23	-4
General merchandise group.....							C							+5	+29	0
Middle Atlantic Division, total.....	3,695	3,604	4,011	4,057	4,311	4,232	4,065	3,902	3,937	3,667	4,101	4,156	4,933	+5	+4	-4
Durable-goods stores.....	980	991	1,136	1,237	1,304	1,282	1,161	1,175	1,066	939	1,267	1,194	1,216	+3	-1	-9
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,007	2,950	2,904	2,727	2,871	2,728	2,834	2,962	3,717	+6	+6	-2
Food group.....	806	779	983	925	1,025	1,033	924	859	935	954	1,012	1,100	1,703	+8	+8	-11
GAF ² , total.....	357	351	430	421	457	462	430	390	432	440	465	528	861	+8	+10	-7
General merchandise group.....																
East North Central Division, total..	3,931	3,886	4,247	4,497	4,778	4,656	4,594	4,289	4,401	4,095	4,657	4,619	5,283	+7	+7	-1
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,574	1,579	1,468	1,474	1,365	1,283	1,676	1,473	1,472	+7	0	-7
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,204	3,077	3,126	2,815	3,036	2,812	2,981	3,146	3,811	+7	+11	+2
Food group.....	1,044	1,039	1,034	1,033	1,116	1,074	1,139	1,007	1,080	964	1,017	1,081	1,085	+7	+13	+6
GAF ² , total.....	801	785	968	970	1,023	1,019	964	866	998	970	1,027	1,149	1,717	+12	+11	-5
General merchandise group.....	427	433	536	541	577	581	541	469	562	535	563	661	1,024	+13	+15	-7
West North Central Division, total..	1,585	1,511	1,625	1,757	1,896	1,893	1,968	1,821	1,836	1,724	1,959	1,891	2,064	+2	+8	+4
Durable-goods stores.....	534	527	561	640	668	705	747	658	631	616	761	699	649	+4	+14	+6
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,228	1,188	1,221	1,163	1,205	1,108	1,198	1,192	1,415	+2	+5	+3
Food group.....	346	321	322	326	356	354	379	361	376	339	362	368	361	-1	+5	+7
GAF ² , total.....	290	279	332	340	363	374	380	325	359	354	375	399	592	+7	+17	+2
General merchandise group.....	158	157	188	194	208	215	212	186	215	200	208	226	362	+4	+14	-1
South Atlantic Division, total.....	2,523	2,505	2,789	2,828	3,035	2,938	2,941	2,637	2,749	2,438	2,740	2,775	3,273	+7	+12	0
Durable-goods stores.....	821	861	976	1,028	1,107	1,066	1,025	908	860	780	975	914	942	+11	+13	-4
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,928	1,872	1,916	1,729	1,889	1,658	1,765	1,861	2,331	+5	+11	+2
Food group.....	490	501	637	601	651	641	603	531	615	571	596	651	1,037	+10	+14	-6
GAF ² , total.....	250	257	328	321	345	330	308	281	332	291	315	351	579	+7	+10	-7
General merchandise group.....																
East South Central Division, total..	963	982	1,092	1,114	1,195	1,144	1,135	994	1,055	983	1,093	1,075	1,248	+11	+14	-1
Nondurable-goods stores.....	628	614	677	689	749	703	708	651	707	658	698	713	856	+7	+9	+1
Food group.....							C							+6	+9	+4
GAF ² , total.....	185	184	236	236	251	235	222	201	234	219	236	246	378	+12	+10	-6
General merchandise group.....	97	97	121	124	133	123	115	108	123	115	126	135	216	+11	+6	-7
West South Central Division, total..	1,704	1,684	1,821	1,867	1,968	1,912	1,978	1,812	1,859	1,681	1,835	1,790	2,054	+7	+9	+3
Durable-goods stores.....							C									+4
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,218	1,191	1,229	1,152	1,222	1,094	1,149	1,159	1,389	+6	+7	+3
Food group.....							C							0	+2	+6
GAF ² , total.....	311	297	359	351	384	382	385	333	378	332	363	380	592	+11	+16	+1
General merchandise group.....	144	146	177	179	195	180	181	159	187	160	176	190	309	+13	+14	+1
Mountain Division, total.....	765	711	762	795	837	901	906	944	936	839	912	902	1,010	-2	-4	+1
Nondurable-goods stores.....	511	484	529	527	544	575	605	596	625	555	550	566	692	-2	+2	+5
Food group.....							C							-1	0	+7
GAF ² , total.....	133	129	151	150	159	164	161	147	162	148	160	167	270	+9	+10	-2
General merchandise group.....	66	66	83	84	88	89	86	80	93	76	82	91	155	+7	+8	-3
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,065	3,127	3,168	2,830	2,920	2,670	2,942	2,950	3,577	+9	+12	+1
Durable-goods stores.....	941	950	970	1,017	1,038	1,106	1,109	987	946	867	1,065	975	1,085	+8	+12	
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,027	2,021	2,059	1,843	1,974	1,803	1,877	1,975	2,492	+9	+12	
Food group.....	684	666	686	689	722	694	749	673	733	634	655	702	719	+8	+11	+8
GAF ² , total.....	557	550	630	625	659	688	667	581	641	612	666	708	1,110	+12	+14	-

Note: Estimates are based on a sample. (See sampling variabilities in table C-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance group; these are stores specializing in department store type of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: JULY 1963 TO JULY 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964							1963						Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1964 from-- Jan.-July 1963	July 1964 from--	
															July 1963	June 1964
California.....	2,154	2,109	2,195	2,260	2,354	2,389	2,405	2,140	2,192	2,011	2,248	2,277	2,783	+8	+12	+1
Illinois.....	1,143	1,131	1,276	1,336	1,418	1,384	1,307	1,193	1,234	1,172	1,332	1,386	1,602	+8	+10	-6
Massachusetts.....	586	561	630	665	697	675	639	606	607	549	607	631	778	+5	+5	-5
Michigan.....	853	823	884	952	1,017	984	972	945	950	859	981	973	1,109	+6	+3	-1
New Jersey.....	697	699	802	808	869	851	833	749	72	675	780	782	920	+9	+11	-2
New York.....	1,910	1,839	2,028	2,036	2,156	2,114	2,006	1,940	1,991	1,892	2,081	2,110	2,493	+5	+3	-5
Ohio.....	986	977	1,063	1,115	1,176	1,147	1,138	1,088	1,135	1,074	1,212	1,182	1,340	+6	+5	-1
Pennsylvania.....	1,088	1,066	1,181	1,213	1,286	1,267	1,226	1,213	1,205	1,100	1,240	1,264	1,520	+2	+1	-3
Texas.....	1,010	1,021	1,113	1,129	1,192	1,161	1,210	1,088	1,130	1,013	1,107	1,074	1,228	+5	+11	+4

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: JULY 1963 TO JULY 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964							1963						Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1964 from-- Jan.-July 1963	July 1964 from--	
															July 1963	June 1964
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	986	958	905	837	869	818	928	963	1,145	+7	+8	-6
GAP ³							C							+12	+12	-15
New York-Northeastern N.J., total.....	1,708	1,666	1,846	1,829	1,951	1,905	1,782	1,693	1,693	1,635	1,838	1,869	2,216	+5	+5	-6
GAP ³	412	395	488	456	517	527	456	413	445	484	505	537	813	+10	+10	-13
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	758	742	853	877	914	889	836	765	797	753	847	894	1,071	+8	+9	-6
GAP ³							C							+12	+11	-16
Detroit, Mich., total.....							C							+6	+4	-3
GAP ³							C							+21	+20	-3
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,061	1,063	1,072	965	989	918	1,039	1,064	1,337	+10	+11	+1
GAP ³							C							+16	+18	-3
New York, N. Y., total.....	1,229	1,195	1,308	1,282	1,356	1,326	1,232	1,204	1,220	1,191	1,312	1,345	1,603	+4	+2	-7
GAP ³							C							+11	+11	-15
Philadelphia, Pa., total.....							C							+8	+9	-5
GAP ³							C							+9	+10	-12

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.

² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.

³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹

Percent change over 2 consecutive months²

A = 0 to 3.5 percent
B = 3.6 to 7.0 percent
C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
b = 1.6 to 3.0 percent
c = 3.1 to 4.5 percent

- ¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.
- ² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAP, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1962 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

U.S. DEPARTMENT OF COMMERCE

BUREAU OF
WASHINGTON
OFFICIAL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

33/122

Current



For release
October 12, 1964

BR-64-8

Retail Sales and End-of-Month Accounts Receivable: August 1964

SALES

Total sales of all retail stores in the United States during August 1964 were estimated at \$21.8 billion, 2 percent below sales for July 1964 but 4 percent above August 1963. After adjustment for seasonal variations and trading day differences, but not for price changes, August sales amounted to \$22.3 billion, 1 percent higher than July 1964 and 8 percent above August 1963. Adjusted sales of durable-goods stores in August increased 4 percent from July 1964 and 11 percent from August 1963. Adjusted sales of nondurable-goods stores in August 1964 were little changed from the previous month but were 6 percent above the August 1963 level.

Based on adjusted data, August 1964 sales of the automotive group were 6 percent above those for July. The lumber, building, hardware, farm equipment group and the furniture and appliance group each were down 1 percent from the previous month. In the nondurable-goods stores category, month-to-month increases were reported by the apparel group (+4%) and the general merchandise group (+2%) while the food group decreased (-1%) and eating and drinking places remained virtually unchanged.

In the durable-goods stores category, a comparison of adjusted sales for August 1964 with those for the same month a year ago, shows that furniture and appliance group sales were up (+17%) and the automotive group up (+13%), while sales of the lumber, building, hardware, farm equipment group decreased (-2%). In the nondurable-goods stores category, all major kinds-of-business groups reported year-to-year increases, with the general merchandise group gaining (+11%), apparel group (+9%), eating and drinking places (+8%) and the food group (+5%).

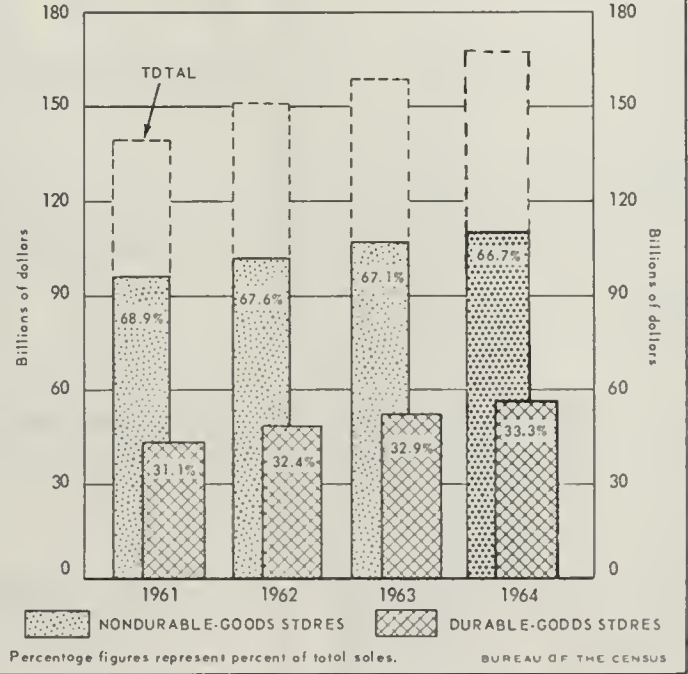
Unadjusted cumulative sales of all retail stores for the first 8 months of 1964 amounted to \$168.3 billion, 6 percent above the first 8 months of 1963. On an adjusted basis, sales for all major kind-of-business groups increased over the same period last year. The largest increases were reported by the furniture and appliance group (+15%), general merchandise group (+9%), apparel group (+8%), eating and drinking places (+7%), and the automotive group (+6%).

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.5 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES — FIRST EIGHT MONTHS-1961 THROUGH 1964

[Not adjusted for seasonal variations or trading day differences]



by customers as of August 31, 1964. Based on data not adjusted for seasonal variations or price changes, this total was 1 percent above the July 1964 level and 11 percent higher than the \$14.0 billion estimated as of August 31, 1963. Year-to-year increases were reported in both the installment account balances (+19%) and in the charge account balances (+3%).

Total receivable balances of durable-goods stores as of August 31, 1964 were 1 percent higher than balances for the previous month and 3 percent above those outstanding at the end of August 31, 1963. Nondurable-goods stores reported a 2 percent increase in total amounts outstanding from the July 31, 1964 total, and an 18 percent increase over the total for the end of August 1963.

OCT 20 1964

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES, 1955-1964

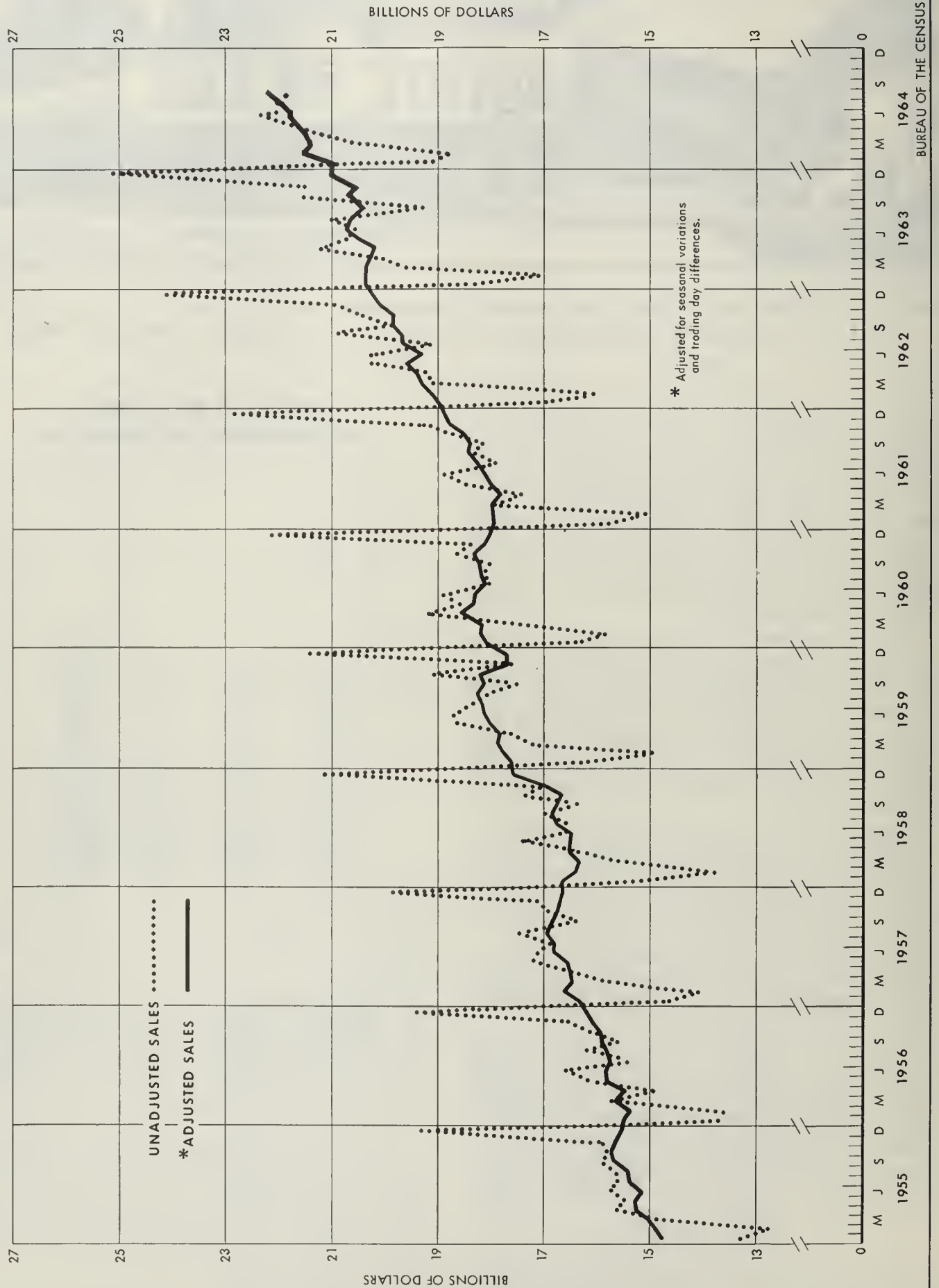


Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1964

(Millions of dollars)

Kind of business	1964								1963				Total 8 months		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	19,165	18,758	20,502	21,186	22,508	22,242	22,156	21,786	21,018	19,267	21,523	21,494	25,104	168,292	159,042
Durable-goods stores, total.....	6,031	6,122	6,741	7,360	7,692	7,719	7,399	7,002	6,556	5,999	7,599	6,985	7,208	56,067	52,307
Nondurable-goods stores, total.....	13,123	12,636	13,761	13,826	14,815	14,523	14,757	14,784	14,462	13,268	13,929	14,509	17,896	112,225	106,735
Food group.....	5,014	4,849	4,891	4,898	5,248	5,114	5,494	5,280	5,318	4,684	4,910	5,153	5,194	40,792	39,202
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,982	4,771	4,828	4,238	4,449	4,689	4,679	36,878	35,496
Meat markets.....	133	125	129	123	127	127	125	126	132	118	123	124	133	1,015	1,012
Bakery products stores.....	93	89	95	94	96	92	88	92	93	91	95	97	104	739	715
Eating and drinking places.....	1,436	1,385	1,485	1,547	1,650	1,711	1,796	1,810	1,698	1,526	1,556	1,486	1,533	12,821	11,970
Eating places.....	990	964	1,045	1,092	1,179	1,239	1,293	1,316	1,202	1,070	1,083	1,028	1,054	9,118	8,374
Restaurants, cafeterias, lunchrooms.....	831	811	869	895	942	983	1,026	1,050	972	870	892	855	883	7,407	6,833
Drinking places.....	446	422	440	455	471	472	503	494	496	456	473	458	479	3,703	3,596
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,606	2,444	2,275	2,417	2,728	4,399	18,316	16,841
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,638	1,677	1,800	1,816	1,714	1,878	1,757	1,646	1,734	1,956	3,165	13,187	12,111
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,517	1,408	1,340	1,404	1,590	2,625	10,710	9,724
Variety stores.....	289	313	389	361	399	395	398	423	390	354	378	414	793	2,967	2,686
Mail order houses (department store merchandise).....	140	146	178	179	173	170	158	195	183	172	197	248	307	1,339	1,200
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,214	1,167	1,161	1,191	1,308	2,172	9,228	8,628
Men's, boys' wear stores ²	208	176	206	204	240	254	221	223	209	203	218	254	471	1,732	1,640
Men's, boys' clothing, furnishings stores.....	202	171	200	196	231	247	214	218	203	197	210	246	462	1,679	1,589
Women's apparel, accessory stores ³	407	375	502	463	506	465	427	464	446	448	472	509	834	3,609	3,330
Women's ready-to-wear stores.....	347	327	440	406	440	401	364	401	394	399	418	446	727	3,126	2,931
Family clothing stores.....	187	178	247	262	252	241	217	246	238	231	247	282	472	1,838	1,693
Shoe stores.....	177	156	266	211	233	217	195	217	212	214	197	202	295	1,672	1,579
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	1,098	1,112	992	980	1,095	1,077	1,333	8,167	7,127
Furniture, home furnishings stores.....	584	600	638	663	685	735	708	738	651	647	719	703	790	5,351	4,606
Furniture stores.....	421	425	443	478	497	543	532	551	496	476	517	509	591	3,890	3,363
Household appliance, TV, radio stores.....	321	320	335	341	358	377	390	374	341	333	376	374	543	2,816	2,521
Household appliance dealers.....	228	229	241	244	263	282	290	275	256	247	273	270	393	2,052	1,865
Lumber, building, hardware, farm equipment group.....	936	956	1,134	1,344	1,484	1,562	1,500	1,393	1,462	1,431	1,526	1,340	1,185	10,309	10,046
Lumber yards, building materials dealers ⁴	536	542	616	721	801	879	872	824	911	842	897	771	610	5,791	5,799
Lumber yards.....	355	366	403	473	525	580	564	573	632	582	608	515	396	3,739	3,905
Hardware stores.....	176	167	182	217	246	250	237	225	227	213	222	231	308	1,700	1,673
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,387	4,159	3,828	3,529	2,990	4,387	3,949	3,690	32,797	30,943
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,215	4,289	4,110	3,896	3,583	3,288	2,779	4,148	3,712	3,377	30,933	29,181
Passenger car dealers ⁵	3,404	3,412	3,734	4,077	4,141	3,947	3,723	3,414	3,151	2,677	4,042	3,613	3,291	29,852	28,116
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,768	3,809	3,648	3,437	3,135	2,883	2,402	3,745	3,330	3,054	27,470	25,680
Tire, battery, accessory dealers.....	189	179	211	238	262	277	263	245	241	211	239	237	313	1,864	1,762
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,806	1,730	1,599	1,649	1,625	1,713	13,336	12,779
Drug and proprietary stores.....	671	656	680	665	713	705	707	705	680	647	667	666	906	5,502	5,289
Drug stores.....	652	636	657	643	689	681	677	676	655	622	643	643	871	5,311	5,118
Liquor stores.....	433	427	434	446	485	472	500	487	489	437	466	510	724	3,684	3,522
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	21,000	21,533	21,223	21,392	21,777	21,773	21,946	22,268	20,666	20,426	20,716	20,558	21,019	172,512	163,458
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,218	7,002	7,060	7,311	6,562	6,606	6,941	6,734	6,831	56,657	52,947
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,559	14,771	14,886	14,957	14,104	13,820	13,775	13,824	14,188	116,255	110,511
Food group.....	5,031	4,991	5,112	5,064	5,034	5,202	5,272	5,230	4,996	4,897	4,943	4,973	4,991	40,936	39,374
Grocery stores.....	4,548	4,513	4,605	4,574	4,540	4,704	4,780	4,734	4,527	4,441	4,484	4,512	4,523	36,998	35,632
Eating and drinking places.....	1,580	1,593	1,584	1,599	1,589	1,623	1,642	1,638	1,519	1,470	1,530	1,506	1,528	12,848	12,032
General merchandise group.....	2,481	2,592	2,489	2,514	2,589	2,620	2,686	2,749	2,475	2,390	2,303	2,355	2,474	20,720	18,971
Department stores.....	1,464	1,538	1,467	1,467	1,543	1,533	1,580	1,634	1,452	1,386	1,321	1,355	1,457	12,226	11,061
Variety stores.....	410	408	404	421	420	427	443	441	387	384	390	381	397	3,374	3,045
Mail order houses (department store mds.).....	181	197	188	192	190	200	192	205	189	181	173	183	184	1,545	1,382
Apparel group.....	1,250	1,291	1,228	1,272	1,295	1,322	1,316	1,369	1,259	1,204	1,150	1,186	1,250	10,343	9,612
Men's, boys' wear stores ²	231	246	233	241	250	244	257	273	247	238	217	224	239	1,775	1,660
Women's apparel, accessory stores ³	497	505	477	504	502	522	519	520	480	465	451	463	482	4,366	3,999
Shoe stores.....	220	214	226	219	223	218	217	229	209	198	196	205	222	1,766	1,601
Furniture and appliance group.....	1,019	1,073	1,088	1,095	1,080	1,108	1,107	1,095	939	785	1,028	984	1,021	8,665	7,567
Furniture, home furnishings stores.....	671	707	711	701	699	735	709	722	611	648	666	640	637	5,654	4,872
Household appliance, TV, radio stores.....	348	366	377	394	381	373	398	373	328	337	362	346	384	3,011	2,695
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,257	1,370	1,339	1,294	1,277	1,299	1,318	1,350	1,381	1,289	1,431	1,192
Lumber yards, building materials dealers ⁴	730	779	727	707	754	732	732	712	771	761	764	774	716	5,786	5,477
Hardware stores.....	219	228	209	205	220	227	222	223	221	214	222	240	234	1,753	1,714
Automotive group.....	3,951	4,162	3,894	4,026	4,126	3,885	3,989	4,230	3,733	3,711	3,981	3,791	3,935	32,268	31,510
Passenger car, other automotive dealers.....	3,711	3,925	3,646	3,788	3,880	3,641	3,751	3,993	3,512	3,470	3,748	3,556	3,685	30,343	29,711
Tire, battery, accessory dealers.....	240	237	248	238	246	244	238	237	221	222	233	235	250	1,925	1,800
Gasoline service stations.....	1,638	1,641	1,629	1,674	1,670	1,683	1,701	1,694	1,612	1,605	1,618	1,638	1,681	13,336	12,879
Drug and proprietary stores.....	674	666	702	689	713	701	704	719	685	688	683	677	694	5,630	5,111
Liquor stores.....	471	482	491	486	495	503	495	492	479	466	478	473	483	3,915	3,741

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variations for unadjusted data show in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	August 1964 from--		8 mos. 1964 from 8 mos. 1963		August 1964 from--		8 mos. 1964 from 8 mos. 1963
	Aug. 1963	July 1964			Aug. 1963	July 1964	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+4	-2	+6	Furniture and appliance group.....	+12	+1	+15
Durable-goods stores, total.....	+7	-5	+7	Furniture stores.....	+11	+4	+16
Nondurable-goods stores, total.....	+2	0	+5	Floor coverings stores*.....	+29	+11	+22
Food group.....	-1	-4	+4	Household appliance, TV, radio stores.....	+10	-4	+12
Grocery stores.....	-1	-4	+4	Household appliance stores.....	+7	-5	+10
Meat markets.....	-5	+1	0	TV, radio stores*.....	+15	0	+16
Fruit stores, vegetable markets*.....	-4	-10	+3	Lumber, building, hardware, farm equipment group.....	-5	-7	+3
Candy, nut, confectionery stores*.....	+10	0	-1	Lumber, building materials dealers.....	-10	-6	0
Bakery products stores.....	-1	+5	+3	Lumber yards.....	-9	+2	-2
Delicatessen stores*.....	+11	+7	+2	Paint, glass, wallpaper stores*.....	+1	+3	+3
Eating and drinking places.....	+7	+1	+7	Heating and plumbing equipment dealers*.....	-16	-14	0
Eating places.....	+9	+2	+9	Hardware stores.....	-1	-5	+2
Restaurants, cafeterias, lunchrooms.....	+8	+2	+8	Farm equipment dealers*.....	+6	-12	+9
Drinking places.....	0	-2	+3	Automotive group.....	+8	-8	+6
General merchandise group.....	+7	+9	+9	Passenger car dealers.....	+9	-8	+6
Department stores and dry goods, general merchandise stores.....	+7	+10	+9	Passenger car dealers (franchised).....	+9	-9	+7
Department stores.....	+8	+10	+10	Tire, battery, accessory dealers.....	+2	-7	+6
Variety stores.....	+8	+6	+10	Gasoline service stations.....	+4	-1	+4
Mail order houses (department store merchandise).....	+7	+23	+12	Fuel fuel oil dealers*.....	+10	+11	-1
Apparel group.....	+4	+9	+7	Fuel dealers, except fuel oil*.....	+22	+15	-1
Men's, boys' clothing, furnishings stores.....	+7	+2	+6	Fuel oil dealers*.....	-1	+5	0
Men's, boys' clothing stores*.....	+5	+2	+5	Drug and proprietary stores.....	+4	0	+4
Men's, boys' furnishings stores*.....	+22	+2	+13	Drug stores.....	+3	0	+4
Women's ready-to-wear stores.....	+2	+10	+7	Liquor stores.....	0	-3	+5
Family clothing stores.....	+3	+13	+9	Jewelry stores*.....	+12	+2	+9
Women's apparel, accessory, specialty stores*.....	+24	-7	+20	Florists*.....	+2	-2	+5
Shoe stores.....	+2	+11	+6	Book stores*.....	NA	NA	NA
				Stationery stores*.....	+2	+2	+2
				Music stores*.....	-5	-9	+14
				Camera, photographic supply stores*.....	+10	+6	+4
				Optical goods stores*.....	+24	+16	+13
				Typewriter stores*.....	0	+7	-8

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+8	+1	+6	Furniture and appliance group.....	+17	-1	+15
Durable-goods stores, total.....	+11	+4	+7	Furniture, home furnishings stores.....	+18	+2	+16
Nondurable-goods stores, total.....	+6	0	+5	Household appliance, TV, radio stores.....	+14	-6	+12
Food group.....	+5	-1	+4	Lumber, building, hardware, farm equipment group.....	-2	-1	+2
Grocery stores.....	+5	-1	+4	Lumber, building materials dealers.....	-8	-3	0
Eating and drinking places.....	+8	0	+7	Hardware stores.....	+1	0	+1
General merchandise group.....	+11	+2	+9	Automotive group.....	+13	+6	+6
Department stores.....	+13	+3	+11	Passenger car and other automotive dealers.....	+14	+6	+6
Variety stores.....	+14	0	+11	Tire, battery, accessory dealers.....	+7	+1	+6
Mail order houses (department store merchandise).....	+8	+7	+12	Gasoline service stations.....	+5	0	+4
Apparel group.....	+9	+4	+8	Drug and proprietary stores.....	+5	-1	+4
Men's, boys' wear stores.....	+11	+6	+6	Liquor stores.....	+3	-1	+5
Women's apparel, accessory stores.....	+8	+2	+9				
Shoe stores.....	+10	+6	+6				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

NA Not available.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1964

(Millions of dollars)																
Kind of business	1964								1963						Total 8 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,478	4,330	4,859	4,858	5,233	5,107	5,180	5,202	5,107	4,611	4,915	5,364	6,943	39,247	36,447	
Durable-goods stores, total.....	310	315	359	390	421	450	457	444	389	365	412	411	501	3,146	2,780	
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,812	4,657	4,723	4,758	4,718	4,246	4,503	4,953	6,442	36,101	33,667	
Food group.....	2,139	2,035	2,026	2,028	2,184	2,041	2,230	2,082	2,193	1,877	2,018	2,192	2,142	16,765	16,128	
Grocery stores.....	2,086	1,982	1,970	1,975	2,125	1,981	2,169	2,021	2,137	1,825	1,965	2,140	2,081	16,309	15,681	
Eating and drinking places.....	102	100	111	111	120	131	134	138	115	107	109	105	107	947	825	
General merchandise group.....	1,262	1,246	1,564	1,592	1,696	1,698	1,605	1,756	1,641	1,526	1,615	1,843	2,995	12,419	11,039	
Department stores and dry goods, general																
merchandise stores.....	909	871	1,105	1,148	1,232	1,232	1,155	1,261	1,176	1,105	1,149	1,307	2,113	8,913	7,889	
Department stores.....	790	763	968	1,002	1,074	1,075	1,003	1,089	1,015	961	1,000	1,137	1,850	7,764	6,869	
Variety stores.....	216	238	304	281	306	304	299	320	301	272	292	321	611	2,268	2,046	
Apparel group.....	247	228	365	304	350	335	292	329	310	309	311	348	567	2,450	2,261	
Men's, boys' wear stores ²	26	22	29	26	33	32	26	25	25	25	30	34	60	219	206	
Women's apparel, accessory stores ³	97	95	147	132	148	144	125	143	138	128	131	152	246	1,031	950	
Women's ready-to-wear stores.....	89	88	135	122	136	132	114	133	128	118	120	141	226	949	876	
Shoe stores.....	73	66	119	86	100	94	82	91	84	93	83	83	133	711	662	
Furniture and appliance group.....	78	83	96	92	103	105	103	104	98	94	102	108	128	764	683	
Tire, battery, accessory dealers.....	75	72	82	96	106	115	108	101	94	83	93	94	132	755	696	
Drug and proprietary stores.....	140	138	148	141	152	152	153	151	143	135	138	143	226	1,175	1,086	
Liquor stores.....	91	93	98	97	102	97	100	103	105	92	102	111	171	781	757	

Data ADJUSTED for seasonal variations and trading day differences																
United States, total.....	5,089	5,111	5,126	5,105	5,165	5,240	5,322	5,366	4,983	4,871	4,809	4,922	5,043	41,524	38,446	
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	2,066	2,095	2,083	2,007	1,970	1,993	2,015	2,017	16,387	15,721	
Eating and drinking places.....	111	110	112	112	115	127	126	130	107	105	107	105	106	943	828	
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,759	1,791	1,830	1,646	1,605	1,523	1,600	1,674	14,028	12,438	
Department stores.....	1,057	1,090	1,075	1,049	1,110	1,087	1,124	1,154	1,035	1,000	932	993	1,050	8,746	7,707	
Variety stores.....	318	318	319	329	320	324	329	328	294	297	298	296	305	2,585	2,328	
Apparel group.....	336	337	326	343	348	349	351	369	341	316	298	310	326	2,759	2,529	
Men's, boys' wear stores ²	31	33	29	31	34	32	33	33	33	31	29	27	29	256	239	
Women's apparel, accessory stores ²	139	140	136	151	146	153	149	156	147	132	125	135	137	1,170	1,071	
Shoe stores.....	94	90	98	91	95	91	96	103	90	87	84	83	92	758	703	
Tire, battery, accessory dealers.....	99	98	96	96	99	100	96	100	88	89	91	92	99	784	720	
Drug and proprietary stores.....	152	148	157	147	157	156	161	158	150	147	146	144	147	1,236	1,144	

¹ Based on weekly sales figures converted to calendar month totals. August 1964 weekly sales (in millions of dollars) were as follows: For week ending August 8 = 469; August 15 = 465; August 22 = 461; August 29 = 458.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1964

· (Millions of dollars)															
Kind of business	1964								1963				Total 8 months		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data are NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	5,328	5,143	5,773	5,819	6,253	6,109	6,168	6,193	6,094	5,546	5,947	6,411	8,239	46,786	43,609
Food group.....	2,413	2,288	2,273	2,272	2,444	2,292	2,514	2,366	2,497	2,150	2,294	2,477	2,431	18,862	18,252
Grocery stores.....	2,334	2,211	2,190	2,192	2,359	2,206	2,424	2,275	2,417	2,074	2,217	2,401	2,343	18,191	17,631
Eating and drinking places.....	148	139	156	158	171	190	196	199	170	159	166	165	163	1,357	1,211
General merchandise group.....	1,372	1,368	1,708	1,734	1,849	1,860	1,731	1,895	1,799	1,672	1,773	2,019	3,275	13,517	12,168
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,277	1,369	1,382	1,267	1,385	1,312	1,231	1,285	1,455	2,349	9,894	8,800
Department stores.....	861	843	1,065	1,100	1,178	1,190	1,085	1,182	1,105	1,051	1,095	1,744	2,029	8,504	7,517
Drug and proprietary stores.....	165	162	172	163	180	182	185	183	176	165	168	172	266	1,390	1,311

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES; AUGUST 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	August 1964 from--		8 mos. 1964 from 8 mos. 1963		August 1964 from--		8 mos. 1964 from 8 mos. 1963
	August 1963	July 1964			August 1963	July 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+2	+2	+8
Akron, Ohio.....	+4	+2	+8	New York City.....	+6	+3	+10
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Newark, N. J.....	-6	+3	+2
Asheville, N. C.....	0	+13	+4	Norfolk-Portsmouth, Va.....	+6	+2	+11
Atlanta, Ga.....	+9	+23	+10	Oklahoma City, Okla.....	-1	+9	+4
Augusta, Ga.....	+1	+21	+7	Omaha, Nebr.....	+3	+15	+5
Baltimore, Md.....	+4	+11	+9	Peoria, Ill.....	-4	+22	+2
Baton Rouge, La.....	+3	+6	+4	Philadelphia, Pa.....	+9	+3	+8
Binghamton, N. Y.....	0	+7	+8	Phoenix, Ariz.....	NA	NA	NA
Birmingham, Ala.....	+3	+14	+4	Pittsburgh, Pa.....	+3	+19	+7
Boston, Mass.....	0	+19	+4	Portland, Oreg.....	+3	+14	+4
Buffalo, N. Y.....	-3	+12	+6	Reading, Pa.....	+2	+1	+9
Canton, Ohio.....	+1	0	+6	Richmond, Va.....	+8	+20	+7
Chattanooga, Tenn.....	+8	+16	+10	Rochester, N. Y.....	+1	+15	+6
Chicago, Ill.....	+4	+10	+11	Sacramento, Calif.....	+10	+10	+15
Cincinnati, Ohio.....	0	+9	+8	St. Louis, Mo.....	-2	+17	0
Cleveland, Ohio.....	-2	+11	+7	Salt Lake City, Utah.....	-1	+14	+4
Columbus, Ga.....	NA	NA	NA	San Antonio, Tex.....	+9	+7	+10
Columbus, Ohio.....	+1	+8	+6	San Bernardino, Calif.....	NA	NA	NA
Corpus Christi, Tex.....	+4	+16	+4	San Diego, Calif.....	+2	+1	+9
Dallas, Tex.....	+4	+8	+9	Savannah, Ga.....	-7	+5	+7
Denver, Colo.....	-1	+17	+6	Seattle, Wash.....	-3	+19	-1
Des Moines, Iowa.....	+7	+11	+8	Shreveport, La.....	0	+8	+5
Detroit, Mich.....	+14	+17	+14	South Bend, Ind.....	-3	+6	+2
El Paso, Tex.....	+2	+19	+8	Spokane, Wash.....	+1	+24	+2
Erie, Pa.....	+1	+11	+5	Springfield, Mo.....	+8	+11	+9
Evansville, Ind.....	NA	NA	NA	Springfield, Ohio.....	+3	+10	+8
Flint, Mich.....	+9	+20	+10	Syracuse, N. Y.....	-5	+22	0
Fort Wayne, Ind.....	+1	+7	+4	Tacoma, Wash.....	+13	+32	+4
Fort Worth, Tex.....	NA	NA	NA	Tampa-St. Petersburg, Fla.....	-1	0	+6
Grand Rapids, Mich.....	-2	+18	+6	Toledo, Ohio.....	+4	+15	+6
Houston, Tex.....	+11	+5	+15	Trenton, N. J.....	+8	+3	+10
Indianapolis, Ind.....	-4	+11	+1	Tulsa, Okla.....	+6	+13	+6
Jacksonville, Fla.....	+5	+14	+16	Utica-Rome, N. Y.....	NA	NA	NA
Kansas City, Mo.....	+6	+5	+6	Waco, Tex.....	+9	+9	+10
Knoxville, Tenn.....	-2	+9	+5	Washington, D. C.....	+4	+10	+11
Lancaster, Pa.....	+2	+1	+7	Wheeling, W. Va.....	+5	+35	+2
Lexington, Ky.....	+3	+22	+10	Wichita, Kana.....	+5	+11	+7
Los Angeles, Long Beach, Calif.....	+7	+1	+11	Worcester, Mass.....	+2	+11	+6
Louisville, Ky.....	+2	+11	+9	Youngstown, Ohio.....	+4	+7	+8
Macon, Ga.....	-1	+21	+4	CITIES			
Memphis, Tenn.....	+4	+14	+6	Bridgeport, Conn.....	-5	-7	+1
Miami, Fla.....	+7	+5	+11	Bristol, Tenn.-Va.....	0	+25	+3
Milwaukee, Wis.....	0	+14	+4	Duluth, Minn.-Superior, Wis.....	+7	+25	+5
Mobile, Ala.....	-2	+8	+2	Minneapolis, Minn.....	+7	+34	+8
New Orleans, La.....	+7	+19	+8	Oakland-Berkeley, Calif.....	-7	-4	-3
				Portsmouth, Ohio.....	-4	+23	+4
				Rome, Ga.....	+7	+19	+7
				St. Paul, Minn.....	+1	+21	+17
				San Francisco, Calif.....	0	+11	+3
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964								1963					Percentage change, August 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1963	July 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,628	14,123	14,335	14,638	15,197	15,140	15,334	15,509	14,016	13,990	14,269	14,361	15,484	+11	+1
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,491	6,647	6,691	6,726	6,559	6,532	6,588	6,456	6,626	+3	+1
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,706	8,493	8,643	8,783	7,457	7,458	7,681	7,905	8,858	+18	+2
Food group.....	352	346	344	336	335	338	351	350	364	335	353	348	354	-4	0
Grocery stores.....	288	283	290	282	286	291	297	296	305	300	293	289	293	-3	0
Eating and drinking places.....	84	85	86	87	89	91	78	78	74	60	70	84	89	+5	0
General merchandise group.....	4,943	4,723	4,792	4,912	5,121	5,083	5,330	5,516	4,371	4,452	4,592	4,762	5,423	+26	+3
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	3,897	3,915	4,113	4,300	3,336	3,381	3,521	3,641	4,164	+29	+5
Department stores.....	3,385	3,167	3,241	3,343	3,462	3,475	3,630	3,803	2,971	3,000	3,124	3,240	3,730	+28	+5
Mail order houses (department store mds.)....	972	960	977	983	1,039	984	1,013	1,027	868	899	918	952	1,062	+18	+1
Apparel group.....	1,062	962	986	986	1,006	994	1,000	997	855	898	941	953	1,186	+17	0
Women's ready-to-wear stores.....	454	424	459	465	457	438	419	421	379	406	422	421	512	+11	0
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,104	2,111	2,202	2,226	2,026	2,035	2,042	2,061	2,278	+10	+1
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,587	1,595	1,696	1,719	1,555	1,573	1,565	1,551	1,716	+11	+1
Furniture stores.....	1,511	1,457	1,411	1,405	1,442	1,434	1,546	1,567	1,433	1,426	1,419	1,394	1,532	+9	+1
Household appliance, TV, radio stores.....	523	523	524	499	517	516	506	507	471	462	477	510	562	+8	0
Household appliance dealers.....	461	459	461	437	457	452	446	439	413	403	413	446	490	-6	-2
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,682	1,810	1,960	1,968	1,965	1,961	2,117	2,076	2,097	1,932	1,778	-7	0
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,384	1,356	1,356	1,379	1,510	1,498	1,520	1,441	1,300	-9	+2
Lumber yards.....	883	873	857	845	1,003	963	965	987	1,134	1,104	1,114	1,046	948	-13	+2
Automotive group.....	1,481	1,442	1,460	1,488	1,553	1,610	1,590	1,605	1,462	1,457	1,514	1,538	1,560	+10	+1
Passenger car dealers ³	992	955	954	997	1,002	1,005	985	996	944	974	1,020	1,028	1,048	+6	+1
Passenger car dealers (franchised).....	914	881	887	909	920	930	912	928	878	880	952	957	980	+6	+2
Tire, battery, accessory dealers.....	462	460	472	465	521	571	552	547	485	483	461	482	479	+13	-1
Gasoline service stations.....	451	439	461	457	465	470	460	457	456	452	467	469	442	0	-1
Other retail stores.....	2,394	2,352	2,423	2,507	2,564	2,475	2,358	2,319	2,291	2,205	2,193	2,214	2,374	+1	-2
CHARGE ACCOUNTS															
United States, total.....	7,409	7,126	7,221	7,431	7,718	7,594	7,535	7,498	7,264	7,178	7,381	7,381	7,826	+3	0
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,582	3,657	3,670	3,658	3,669	3,654	3,774	3,658	3,622	0	0
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,136	3,937	3,865	3,840	3,595	3,524	3,607	3,723	4,204	+7	-1
Food group.....	341	334	333	326	322	325	337	339	349	337	340	336	342	-3	+1
General merchandise group.....	1,039	958	916	905	959	928	965	978	839	855	857	910	1,160	+17	+1
Department stores and dry goods, general merchandise stores.....	950	871	835	823	868	824	848	866	740	750	768	819	1,065	+17	+2
Department stores.....	844	765	721	705	751	708	718	731	647	656	661	710	950	+13	+2
Apparel group.....	748	666	689	694	708	705	702	700	609	648	681	697	873	+15	0
Furniture and appliance group.....	667	648	639	634	655	669	716	714	630	626	652	677	760	+13	0
Furniture, home furnishings stores.....	486	466	461	478	496	508	556	559	480	484	490	498	562	+16	+1
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,490	1,625	1,760	1,775	1,770	1,768	1,912	1,876	1,914	1,761	1,606	-8	0
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,328	1,308	1,297	1,314	1,448	1,437	1,460	1,386	1,246	-9	+1
Lumber yards.....	848	840	822	910	970	936	932	947	1,089	1,061	1,073	1,009	911	-13	+2
Automotive group.....	882	858	849	855	899	915	891	890	809	818	885	884	902	+10	0
Passenger car dealers (franchised).....	641	620	607	624	632	637	613	609	572	577	632	638	662	+6	-1
Gasoline service stations.....	439	430	447	444	452	457	449	446	447	441	455	455	429	0	-1
INSTALLMENT ACCOUNTS															
United States, total.....	7,219	6,997	7,114	7,207	7,479	7,546	7,799	8,011	6,752	6,812	6,888	6,980	7,658	+19	+3
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,909	2,990	3,021	3,068	2,890	2,878	2,814	2,798	3,004	+6	+2
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,570	4,556	4,778	4,943	3,862	3,934	4,074	4,182	4,654	+28	+3
General merchandise group.....	3,904	3,765	3,876	4,007	4,162	4,155	4,365	4,538	3,532	3,597	3,735	3,852	4,263	+28	+4
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,029	3,091	3,265	3,434	2,596	2,631	2,753	2,822	3,099	+32	+5
Department stores.....	2,541	2,402	2,520	2,638	2,711	2,767	2,912	3,072	2,324	2,344	2,463	2,530	2,780	+32	+5
Apparel group.....	314	296	297	292	298	289	298	297	246	250	260	256	313	+1	0
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,449	1,442	1,486	1,512	1,396	1,409	1,390	1,384	1,518	+8	+2
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,091	1,087	1,140	1,160	1,075	1,089	1,075	1,053	1,154	+8	+2
Household appliance, TV, radio stores.....	343	341	346	343	358	355	345	352	321	320	315	331	364	+10	+2
Lumber, building, hardware, farm equip. group..	166	179	192	185	200	193	195	193	205	200	183	171	172	-6	-1
Automotive group.....	599	584	611	633	654	695	699	715	653	639	629	654	658	+9	+2
Tire, battery, accessory dealers.....	267	265	271	278	300	344	339	338	296	290	255	276	282	+14	0

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS: AUGUST 1964

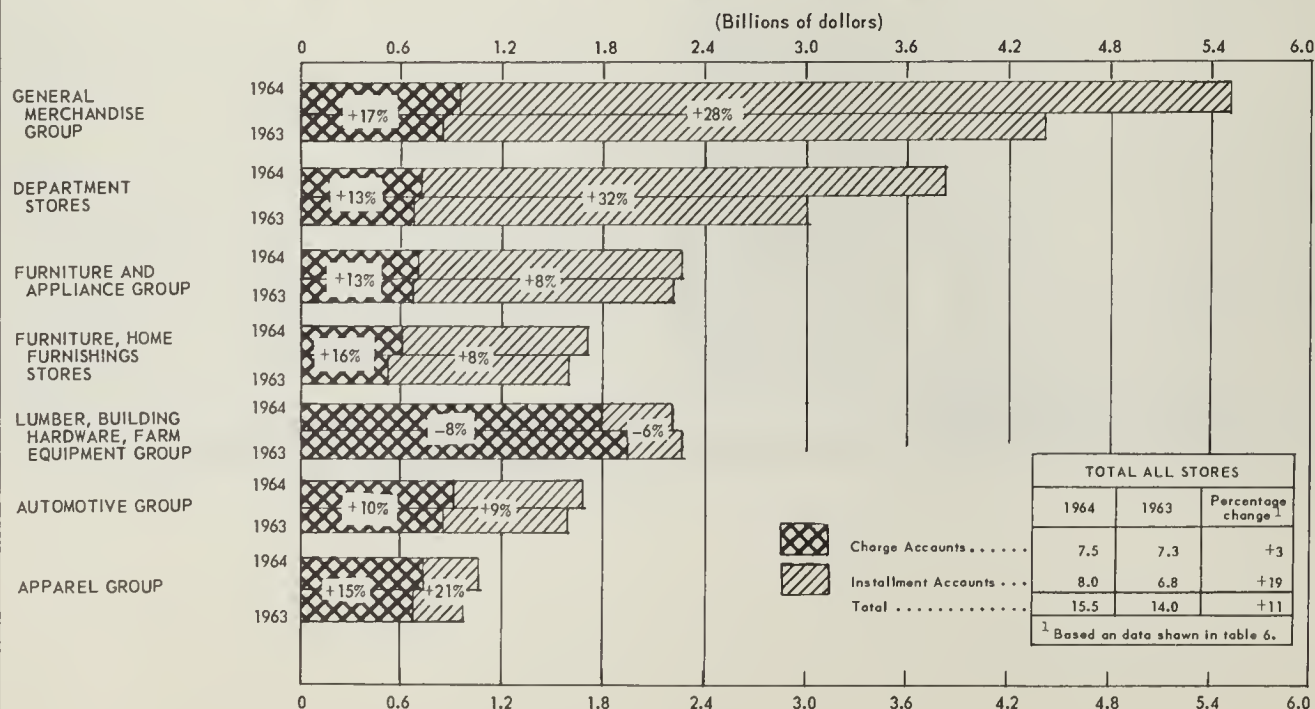
(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964								1963					Percentage change, Aug. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1963	July 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	5,207	5,012	5,078	5,177	5,377	5,468	5,495	5,659	4,789	4,846	4,923	5,072	5,591	+18	+3
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,200	1,262	1,257	1,271	1,218	1,211	1,172	1,186	1,222	+4	+1
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,177	4,206	4,238	4,388	3,571	3,635	3,751	3,886	4,369	+23	+4
General merchandise group.....	3,587	3,433	3,495	3,595	3,749	3,769	3,801	3,967	3,187	3,255	3,365	3,488	3,904	+24	+4
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	2,910	2,954	2,988	3,156	2,508	2,552	2,654	2,744	3,095	+26	+6
Department stores.....	2,524	2,369	2,449	2,533	2,606	2,646	2,676	2,835	2,256	2,280	2,375	2,455	2,779	+26	+6
Apparel group.....	264	247	250	253	248	257	260	247	215	223	229	235	294	+15	-5
Furniture and appliance group.....	365	368	374	358	361	358	364	369	329	334	339	349	375	+12	+1
Tire, battery, accessory dealers.....	270	268	273	283	302	338	345	343	306	301	266	282	288	+12	-1
CHARGE ACCOUNTS															
United States, total.....	1,055	983	956	940	995	1,012	991	988	955	957	954	975	1,116	+3	0
Durable-goods stores, total.....	309	290	290	305	313	336	338	345	369	363	357	350	331	-7	+2
Nondurable-goods stores, total.....	746	693	666	635	682	676	653	643	586	594	597	625	785	+10	-2
General merchandise group.....	457	411	381	360	401	391	368	369	338	350	346	368	489	+9	0
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	335	314	318	295	306	306	329	449	+8	+1
Department stores.....	383	344	315	293	326	306	285	288	274	283	284	302	418	+5	+1
Apparel group.....	125	116	118	118	119	124	125	117	99	105	108	107	138	+18	-6
Furniture and appliance group.....	41	44	44	42	39	41	42	40	37	37	39	40	43	+8	-5
INSTALLMENT ACCOUNTS															
United States, total.....	4,152	4,029	4,122	4,237	4,382	4,456	4,504	4,671	3,834	3,889	3,969	4,097	4,475	+22	+4
Durable-goods stores, total.....	871	863	862	854	887	926	919	926	849	848	815	836	891	+9	+1
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,495	3,530	3,585	3,745	2,985	3,041	3,154	3,261	3,584	+25	+4
General merchandise group.....	3,130	3,022	3,114	3,235	3,348	3,378	3,433	3,598	2,849	2,905	3,019	3,120	3,415	+26	+5
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,555	2,619	2,674	2,838	2,213	2,246	2,348	2,415	2,646	+28	+6
Department stores.....	2,141	2,025	2,134	2,240	2,280	2,340	2,391	2,547	1,982	1,997	2,091	2,153	2,361	+29	+7
Apparel group.....	139	131	132	135	129	133	135	130	116	118	121	128	156	+12	-4
Furniture and appliance group.....	324	324	330	316	322	317	322	329	292	297	300	309	332	+13	+2

¹ Preliminary estimates, see Explanatory material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS--AUGUST 1964 AND AUGUST 1963



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Cameras, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales or the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 5

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 5 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	96.0	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.5	110.3	101.9	107.4
Nondurable-goods stores, total..	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	101.2	97.4	95.7	96.6	104.7	97.6	104.1	100.0	96.5	106.7	94.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	95.2	105.0	115.9	177.8	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	104.9	104.9	114.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	83.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores..	81.7	70.7	92.6	108.3	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores	86.2	81.6	89.4	90.4	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.3	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	NA	NA	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	NA	NA	NA	NA
Tire, battery, accessory dealers..	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores..	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\overline{O}	\overline{S}	Range of seasonal factor	\overline{CI}	\overline{I}	\overline{C}	$\overline{I/C}$	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.77	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	20.42	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC INFORMATION
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

81
331202
P

Comm



For release
October 19, 1964

BR-64-8-Supp.

Retail Sales: August 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)



Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: AUGUST 1963 TO AUGUST 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964								1963					Percentage change			
														Jan.-Aug. 1964 from--		Aug. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1963	Aug. 1963	July 1964	
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,508	22,242	22,156	21,786	21,018	19,267	21,528	21,494	25,104	+6	+4	-2	
Durable-goods stores, total....	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,002	6,556	5,999	7,599	6,985	7,208	+7	+7	-5	
Nondurable-goods stores, total..	13,123	12,636	13,761	13,826	14,815	14,523	14,757	14,784	14,462	13,268	13,929	14,509	17,896	+5	+2	0	
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,495	5,280	5,318	4,684	4,910	5,153	5,194	+4	-1	-4	
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,982	4,771	4,828	4,238	4,449	4,689	4,679	+4	-1	-4	
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,810	1,698	1,526	1,556	1,486	1,533	+7	+7	+1	
GAP ² , total.....	3,803	3,722	4,559	4,454	4,804	4,841	4,596	4,932	4,603	4,416	4,703	5,113	7,904	+10	+7	+7	
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,606	2,444	2,275	2,417	2,728	4,399	+9	+7	+9	
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,517	1,408	1,340	1,408	1,590	2,625	+10	+8	+10	
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,214	1,167	1,161	1,191	1,308	2,172	+7	+4	+9	
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	1,098	1,112	992	980	1,095	1,077	1,333	+15	+12	+1	
Lumber,bldg.,hdwe.,farm equip. grp..	936	956	1,134	1,344	1,484	1,562	1,500	1,393	1,462	1,431	1,526	1,340	1,185	+3	-5	-7	
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,387	4,159	3,828	3,529	2,990	4,387	3,949	3,690	+6	+8	-8	
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,806	1,730	1,599	1,649	1,625	1,713	+4	+4	-1	
Drug and proprietary stores.....	671	656	680	665	713	705	707	705	680	647	667	666	906	+4	+4	0	
THE NORTHEASTERN STATES, TOTAL.....	4,933	4,766	5,283	5,370	5,734	5,671	5,511	5,453	5,262	4,837	5,390	5,492	6,595	+5	+4	-1	
Durable-goods stores, total....	1,356	1,348	1,553	1,714	1,817	1,775	1,605	1,587	1,458	1,257	1,679	1,595	1,685	+5	+9	-1	
Nondurable-goods stores, total..	3,577	3,418	3,730	3,656	3,917	3,896	3,906	3,866	3,804	3,580	3,711	3,897	4,910	+5	+2	-1	
Food group.....	1,435	1,373	1,385	1,381	1,484	1,450	1,567	1,484	1,482	1,318	1,367	1,426	1,459	+5	0	-5	
Grocery stores.....	1,208	1,152	1,152	1,159	1,249	1,217	1,327	1,245	1,243	1,094	1,142	1,196	1,205	+6	0	-6	
Eating and drinking places.....	423	409	447	466	508	528	542	548	524	472	485	454	467	+6	+5	+1	
GAP ² , total.....	1,036	997	1,246	1,181	1,314	1,338	1,209	1,259	1,217	1,210	1,280	1,413	2,208	+7	+3	+4	
General merchandise group.....	447	435	537	529	585	608	567	597	567	559	588	674	1,106	+7	+5	+5	
Department stores.....	280	263	333	330	368	383	345	363	339	347	358	409	697	+8	+7	+5	
Apparel group.....	340	306	439	376	435	430	343	367	362	388	388	425	700	+6	+1	+7	
Furniture and appliances group.....														+9	+2	-1	
Lumber,bldg.,hdwe.,farm equip. grp..																-5	
Gasoline service stations.....	284	276	301	307	325	327	342	339	322	298	303	300	308	+5	+5	-1	
Drug and proprietary stores.....	153	146	151	146	152	160	160	156	159	152	154	154	203	+1	-2	-3	
THE NORTH CENTRAL STATES, TOTAL.....	5,516	5,397	5,872	6,254	6,674	6,549	6,561	6,365	6,237	5,819	6,616	6,510	7,347	+5	+2	-3	
Durable-goods stores, total....	1,713	1,737	1,918	2,198	2,242	2,284	2,226	2,050	1,996	1,899	2,437	2,172	2,121	+6	+3	-8	
Nondurable-goods stores, total..	3,803	3,660	3,954	4,056	4,432	4,265	4,335	4,315	4,241	3,920	4,179	4,338	5,226	+5	+2	0	
Food group.....	1,390	1,360	1,356	1,359	1,472	1,428	1,512	1,452	1,456	1,303	1,379	1,449	1,446	+4	0	-4	
Grocery stores.....	1,276	1,253	1,246	1,248	1,349	1,302	1,389	1,333	1,335	1,193	1,261	1,329	1,319	+4	0	-4	
Eating and drinking places.....	436	410	440	458	493	510	538	535	507	463	475	450	452	+7	+6	-1	
GAP ² , total.....	1,091	1,064	1,300	1,310	1,386	1,393	1,343	1,451	1,357	1,324	1,402	1,548	2,309	+10	+7	+8	
General merchandise group.....	585	590	724	735	785	796	749	839	777	735	771	887	1,386	+10	+8	+12	
Department stores.....	342	337	419	444	468	476	434	486	455	436	449	512	832	+11	+7	+12	
Apparel group.....	259	227	307	295	327	298	286	307	298	289	298	351	553	+5	+3	+7	
Furniture and appliance group.....	247	247	269	280	274	299	308	305	282	300	333	310	370	+14	+8	-1	
Lumber,bldg.,hdwe.,farm equip. grp..	350	348	401	489	533	571	557	528	555	584	622	536	467	+4	-5	-5	
Automotive group.....	977	993	1,103	1,291	1,285	1,250	1,207	1,055	1,013	846	1,315	1,157	1,030	+4	+4	-13	
Gasoline service stations.....	501	475	502	521	551	542	576	567	547	505	542	529	570	+3	+4	-2	
Drug and proprietary stores.....	205	197	198	191	214	205	213	216	203	199	206	209	278	+4	+6	+1	
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,198	5,994	6,016	5,926	5,663	5,102	5,668	5,640	6,575	+7	+5	-1	
Durable-goods stores, total....	1,767	1,860	2,067	2,163	2,303	2,228	2,159	2,005	1,845	1,692	2,056	1,907	1,999	+11	+9	-7	
Nondurable-goods stores, total..	3,423	3,311	3,635	3,646	3,895	3,766	3,857	3,921	3,818	3,410	3,612	3,733	4,576	+5	+3	+2	
Food group.....	1,308	1,255	1,266	1,282	1,373	1,352	1,459	1,409	1,428	1,232	1,307	1,364	1,357	+4	-1	-3	
Grocery stores.....	1,247	1,196	1,201	1,212	1,304	1,285	1,384	1,333	1,360	1,177	1,247	1,306	1,290	+3	-2	-4	
Eating and drinking places.....	306	301	323	345	357	359	381	390	351	309	316	308	319	+9	+11	+2	
GAP ² , total.....	986	982	1,232	1,188	1,286	1,258	1,220	1,336	1,226	1,122	1,195	1,277	2,007	+11	+9	+10	
General merchandise group.....	491	500	626	624	673	633	613	680	642	566	617	676	1,104	+9	+6	+11	
Department stores.....	241	238	311	312	337	323	311	351	316	285	308	346	564	+11	+11	+13	
Apparel group.....	272	254	361	304	333	312	308	346	333	310	327	349	586	+7	+4	+12	
Furniture and appliance group.....	223	228	245	260	280	313	299	310	251	246	251	252	317	+18	+24	+4	
Lumber,bldg.,hdwe.,farm equip. grp..	250	266	344	396	436	418	387	335	361	340	371	332	283	+4	-7	-4	
Automotive group.....	1,160	1,210	1,314	1,355	1,412	1,312	1,290	1,162	1,085	955	1,295	1,169	1,140	+9	+7	-10	
Gasoline service stations.....	471	444	477	486	512	538	543	539	514	469	473	466	490	+7	+5	-1	
Drug and proprietary stores.....	181	180	188	186	201	196	190	190	179	167	172	173	229	+5	+6	0	
THE WEST, TOTAL.....	3,515	3,424	3,645	3,753	3,902	4,028	4,068	4,042	3,856	3,509	3,854	3,852	4,587	+6	+5	-1	
Durable-goods stores, total....	1,195	1,177	1,203	1,285	1,331	1,432	1,409	1,360	1,257	1,151	1,427	1,311	1,403	+6	+8	-3	
Nondurable-goods stores, total..	2,320	2,247	2,442	2,468	2,571	2,596	2,659	2,682	2,599	2,358	2,427	2,541	3,184	+6	+3	+1	
Food group.....	885	861	884	876	919	884	957	935	952	831	857	914	932	+3	-2	-2	
Grocery stores.....	827	794	807	795	837	809	882	860	890	774	799	858	865	+2	-3	-2	
Eating and drinking places.....	271	266	275	278	292	314	335	337	316	282	280	274	295	+6	+7	+1	
GAP ² , total.....	690	679	781	775	818	852	824	886	803	760	826	875	1,380	+11	+10	+8	
General merchandise group.....	349	350	416	422	436	454	451	490	458	415	441	491	803	+8	+7	+9	
Department stores.....														+12	+6	+8	
Apparel group.....	155	140	176	165	187	198	181	194	174	174	178	183	333	+10	+11	+7	
Furniture and appliance group.....														+19	+18	+4	
Lumber,bldg.,hdwe.,farm equip. grp..																	
Automotive group.....																	
Gasoline service stations.....							</										

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: AUGUST 1963 TO AUGUST 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964								1963					Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1964 from-- Jan.-Aug. 1963	Aug. 1964 from--	
															Aug. 1963	July 1964
New England Division, total.....	1,238	1,162	1,272	1,313	1,423	1,439	1,418	1,437	1,325	1,170	1,289	1,336	1,662	+6	+8	+1
Durable-goods stores.....	376	357	417	477	513	493	430	450	392	318	412	401	469	+11	+15	+5
Nondurable-goods stores.....	862	805	855	836	910	946	988	987	933	852	877	935	1,193	+5	+6	0
Food group.....	340	317	318	318	353	362	404	382	370	317	321	342	347	+3	+3	-5
GAP ² , total.....	230	218	263	256	289	305	277	300	282	256	266	313	505	+8	+6	+8
General merchandise group.....							C							+5	+7	+6
Middle Atlantic Division, total.....	3,695	3,604	4,011	4,057	4,311	4,232	4,093	4,016	3,937	3,667	4,101	4,156	4,933	+5	+2	-2
Durable-goods stores.....	980	991	1,136	1,237	1,304	1,282	1,175	1,137	1,066	939	1,267	1,194	1,216	+4	+7	-3
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,007	2,950	2,918	2,879	2,871	2,728	2,834	2,962	3,717	+5	0	-1
Food group.....	806	779	983	925	1,025	1,033	932	959	935	954	1,012	1,100	1,703	+7	+3	+3
GAP ² , total.....	357	351	430	421	457	462	430	452	432	440	465	528	861	+8	+5	+5
General merchandise group.....																
East North Central Division, total.....	3,931	3,886	4,247	4,497	4,778	4,656	4,583	4,462	4,401	4,095	4,657	4,619	5,283	+6	+1	-3
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,574	1,579	1,479	1,367	1,365	1,283	1,676	1,473	1,472	+6	0	-8
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,204	3,077	3,104	3,095	3,036	2,812	2,981	3,145	3,811	+6	+2	0
Food group.....	1,044	1,039	1,034	1,033	1,116	1,074	1,128	1,085	1,080	964	1,017	1,081	1,085	+6	0	-4
GAP ² , total.....	801	785	968	970	1,023	1,019	965	1,045	998	970	1,027	1,149	1,717	+11	+5	+8
General merchandise group.....	427	433	536	541	577	581	539	607	562	535	563	661	1,024	+12	+8	+13
West North Central Division, total.....	1,585	1,511	1,625	1,757	1,896	1,893	1,978	1,903	1,836	1,724	1,959	1,891	2,064	+3	+4	-4
Durable-goods stores.....	534	527	561	640	668	705	747	683	631	616	761	699	649	+4	+8	-9
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,228	1,188	1,231	1,220	1,205	1,108	1,198	1,192	1,415	+2	+1	-1
Food group.....	346	321	322	326	356	354	384	367	376	339	362	368	361	-1	-2	-4
GAP ² , total.....	290	279	332	340	363	374	378	406	359	354	375	399	592	+8	+13	+7
General merchandise group.....	158	157	188	194	208	215	210	232	215	200	208	226	362	+4	+8	+10
South Atlantic Division, total.....	2,523	2,505	2,789	2,828	3,035	2,938	2,920	2,920	2,749	2,438	2,740	2,775	3,273	+7	+6	0
Durable-goods stores.....	821	861	976	1,028	1,107	1,066	1,003	966	860	780	975	914	942	+10	+12	-4
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,928	1,872	1,917	1,954	1,889	1,658	1,765	1,861	2,331	+5	+3	+2
Food group.....	490	501	637	601	651	641	607	673	615	571	596	651	1,037	+10	+9	+11
GAP ² , total.....	250	257	328	321	345	330	311	346	332	291	315	351	579	+6	+4	+11
General merchandise group.....																
East South Central Division, total.....	963	982	1,092	1,114	1,195	1,144	1,130	1,122	1,055	983	1,093	1,075	1,248	+11	+6	-1
Nondurable-goods stores.....	628	614	677	689	749	703	714	729	707	658	698	713	856	+7	+3	+2
Food group.....							C							+5	+1	-3
GAP ² , total.....	185	184	236	236	251	235	225	245	233	219	236	246	378	+11	+5	+9
General merchandise group.....	97	97	121	124	133	123	118	129	123	115	126	135	216	+10	+5	+9
West South Central Division, total.....	1,704	1,684	1,821	1,867	1,968	1,912	1,966	1,884	1,859	1,681	1,835	1,790	2,054	+6	+1	-4
Durable-goods stores.....							C									-13
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,218	1,191	1,226	1,238	1,222	1,094	1,149	1,159	1,389	+5	+1	+1
Food group.....							C							-1	-7	-4
GAP ² , total.....	311	297	359	351	384	382	388	418	378	332	363	380	592	+11	+11	+8
General merchandise group.....	144	146	177	179	195	180	184	205	187	160	176	190	309	+13	+10	+11
Mountain Division, total.....	765	711	762	795	837	901	907	905	936	839	912	902	1,010	-2	-3	0
Nondurable-goods stores.....	511	484	529	527	544	575	603	607	625	555	550	566	692	-2	-3	0
Food group.....							C							-2	-10	-3
GAP ² , total.....	133	129	151	150	159	164	163	177	162	148	160	167	270	+10	+9	+9
General merchandise group.....	66	66	83	84	88	89	87	98	93	76	82	91	155	+7	+5	+13
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,065	3,127	3,161	3,137	2,920	2,670	2,942	2,950	3,577	+8	+7	-1
Durable-goods stores.....	941	950	970	1,017	1,038	1,106	1,105	1,062	946	867	1,065	975	1,085	+9	+12	-4
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,027	2,021	2,056	2,075	1,974	1,803	1,877	1,975	2,492	+8	+5	+1
Food group.....	684	666	686	689	722	694	753	737	733	634	655	702	719	+5	+1	-2
GAP ² , total.....	557	550	630	625	659	688	661	709	641	612	666	708	1,110	+12	+11	+7

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store type of merchandise.

(C) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: AUGUST 1963 TO AUGUST 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964								1963				Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1964 from--	August 1964 from--
														Jan.-Aug. 1963	Aug. 1963 July 1964
California.....	2,154	2,109	2,195	2,260	2,354	2,389	2,375	2,351	2,192	2,011	2,248	2,277	2,783	+8	+7
Illinois.....	1,143	1,131	1,276	1,336	1,418	1,384	1,302	1,289	1,234	1,172	1,332	1,386	1,602	+8	+4
Massachusetts.....	586	561	630	665	697	675	630	633	607	549	607	631	778	+4	+4
Michigan.....	853	823	884	952	1,017	984	993	958	953	859	981	973	1,109	+5	+1
New Jersey.....	697	699	802	808	869	851	819	794	735	675	780	782	920	+9	+8
New York.....	1,910	1,839	2,028	2,036	2,156	2,114	2,045	2,036	1,997	1,892	2,081	2,110	2,493	+5	+2
Ohio.....	986	977	1,063	1,115	1,176	1,147	1,141	1,105	1,135	1,074	1,212	1,182	1,340	+5	-3
Pennsylvania.....	1,088	1,066	1,181	1,213	1,286	1,267	1,226	1,186	1,205	1,100	1,240	1,264	1,520	+2	-2
Texas.....	1,010	1,021	1,113	1,129	1,192	1,161	1,200	1,156	1,130	1,013	1,107	1,074	1,228	+5	+2

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: AUGUST 1963 TO AUGUST 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964								1963				Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1964 from--	August 1964 from--
														Jan.-Aug. 1963	Aug. 1963 July 1964
Standard Consolidated Areas ²															
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	986	958	895	892	869	818	928	963	1,145	+6	+3
GAF ³							C							+11	+6
New York-Northeastern N. J., total.....	1,708	1,666	1,846	1,829	1,951	1,905	1,790	1,782	1,693	1,635	1,838	1,869	2,216	+5	+5
GAF ³	412	395	488	456	517	527	464	463	445	484	505	537	813	+9	+4
Standard Metropolitan Statistical Areas ²															
Chicago, Ill., total.....	758	742	853	877	914	889	822	819	797	753	847	894	1,071	+7	+3
GAF ³							C							+11	+5
Detroit, Mich., total.....							C							+5	0
GAF ³							C							+21	+18
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,061	1,063	1,070	1,055	989	918	1,039	1,064	1,337	+9	+7
GAF ³							C							+16	+18
New York, N. Y., total.....	1,229	1,195	1,308	1,282	1,356	1,326	1,262	1,265	1,220	1,191	1,312	1,345	1,603	+4	+4
GAF ³							C							+10	+4
Philadelphia, Pa., total.....							C							+8	+6
GAF ³							C							+9	+8

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.

² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.

³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹

Percent change over 2 consecutive months²

A = 0 to 3.5 percent
B = 3.6 to 7.0 percent
C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
b = 1.6 to 3.0 percent
c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1963 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UN
GOVERNMENT
DIVISION OF POSTS

WASHINGTON, D.C. 20462

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

33/202

Cosum



For release
November 10, 1964

BR-64-9

Retail Sales and End-of-Month Accounts Receivable: September 1964

SALES

Total sales of all retail stores in the United States during September 1964 were estimated at \$21.2 billion, 2 percent below sales for August 1964 but 10 percent above September 1963. After adjustment for seasonal variations and trading day differences but not for price changes, September sales amounted to \$22.2 billion, little changed from August 1964 but 9 percent above September 1963. Adjusted sales of durable-goods stores in September increased 1 percent from August 1964 and 12 percent from September 1963. Adjusted sales of nondurable-goods stores in September 1964 decreased 1 percent from the previous month but increased 7 percent from September 1963.

Based on adjusted data, September 1964 sales of the automotive group were 4 percent above those for August. The furniture and appliance group decreased 4 percent while the lumber, building, hardware, farm equipment group remained virtually unchanged. In the nondurable-goods stores category, month-to-month decreases were reported by the apparel group (-7%), general merchandise group (-5%), and eating and drinking places (-1%) while the food group increased (+1%).

In the durable-goods stores category, a comparison of adjusted sales for September 1964 with those for the same month a year ago shows increases in the automotive group (+20%) and the furniture and appliance group (+7%) while sales of the lumber, building, hardware, farm equipment group decreased (-4%). In the nondurable-goods stores category, all major kinds-of-business groups reported year-to-year increases with the general merchandise group and eating and drinking places each increasing 9 percent, the food group 8 percent, and the apparel group 5 percent.

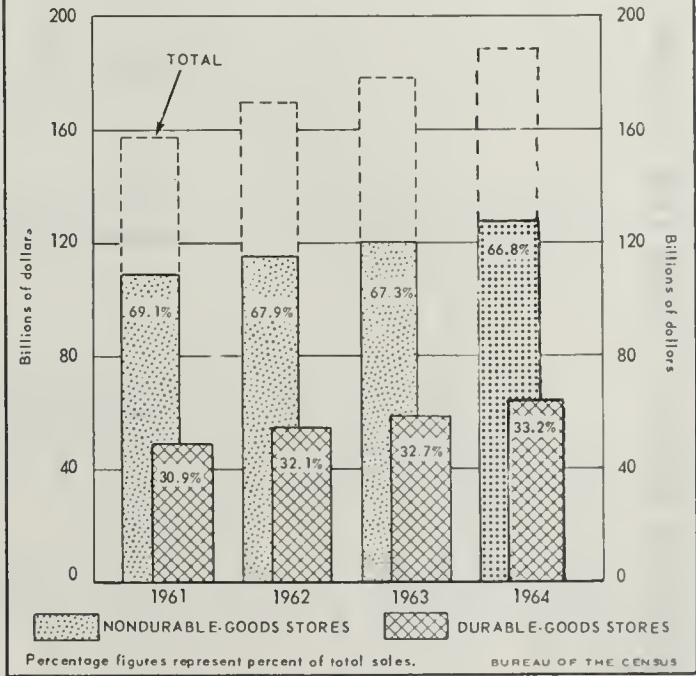
Unadjusted cumulative sales of all retail stores for the first 9 months of 1964 amounted to \$189.5 billion, 6 percent above the first 9 months of 1963, with all major kind-of-business groups showing increases. Based on adjusted data, all store retail sales for the third quarter of 1964 increased 2% from the previous 1964 quarter and gained 7% from the corresponding 1963 quarter.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.7 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES — FIRST NINE MONTHS-1961 THROUGH 1964

(Not adjusted for seasonal variations or trading day differences)



by customers as of September 30, 1964. Based on data not adjusted for seasonal variations or price changes, this total was 2 percent above the August 1964 level and 12 percent higher than the \$14.0 billion estimated as of September 30, 1963. Year-to-year increases were reported in both the installment account balances (+19%) and in the charge account balances (+5%).

Total receivable balances of durable-goods stores as of September 30, 1964 were 2 percent higher than balances for the previous month and 5 percent above those outstanding at the end of September 30, 1963. Nondurable-goods stores reported a 1 percent increase in total amounts outstanding from the August 31, 1964 total, and an 18 percent increase over the total for the end of September 1963.

THE LIBRARY OF THE

NOV

DEPARTMENT OF COMMERCE

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES, 1955-1964

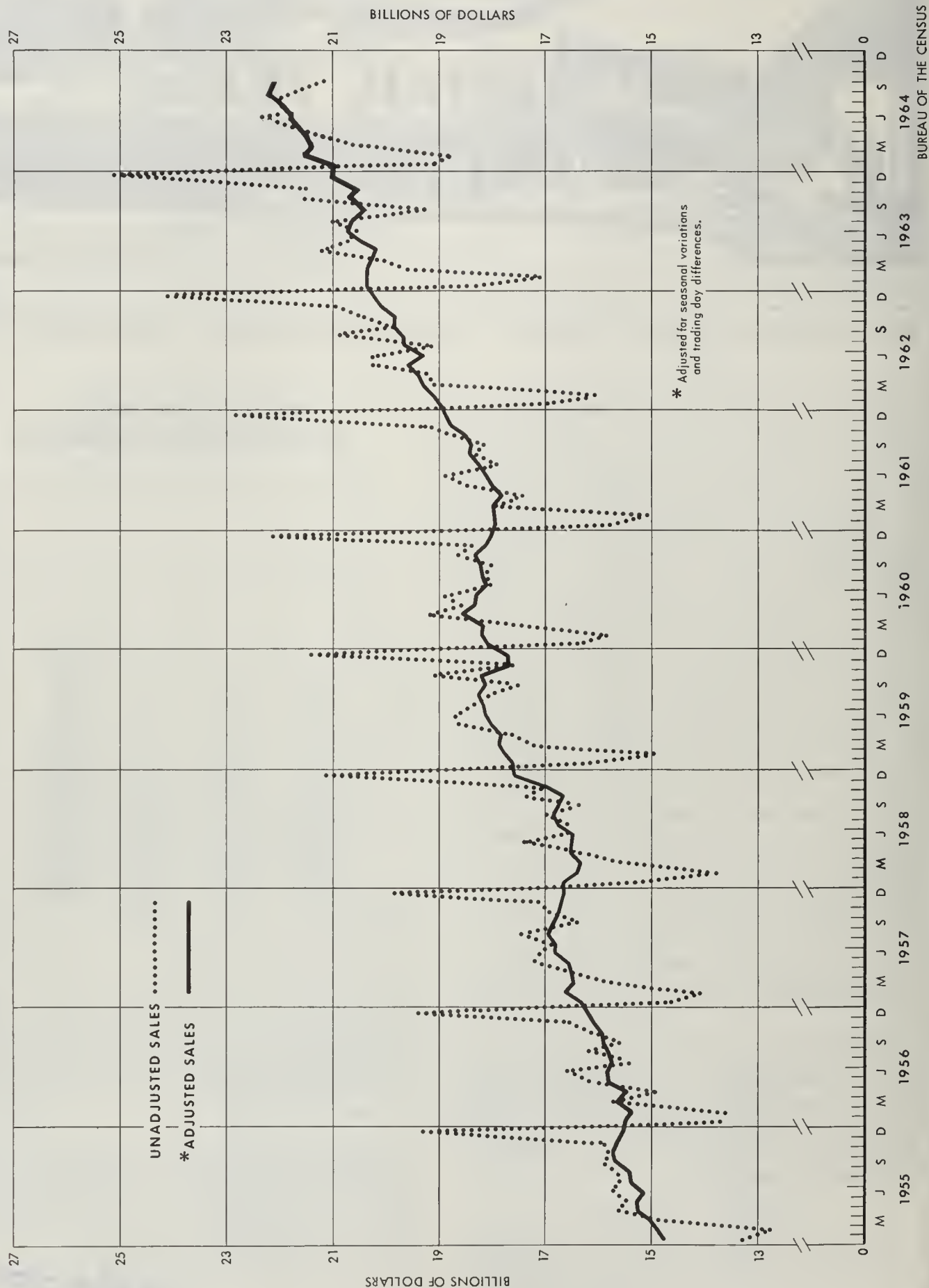


Table 1. ESTIMATED MONTHLY RETAIL SALES—UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1964

(Millions of dollars)

Kind of business	1964									1963				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	19,165	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,246	19,267	21,528	21,494	25,104	189,519	178,309
Durable-goods stores, total.....	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,786	5,999	7,599	6,985	7,208	62,862	58,306
Nondurable-goods stores, total.....	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,460	13,268	13,929	14,509	17,896	126,657	120,003
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,149	4,684	4,910	5,153	5,194	45,934	43,886
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,658	4,238	4,449	4,689	4,679	41,534	39,734
Meat markets.....	133	125	129	123	127	127	125	123	118	118	123	124	133	1,130	1,130
Bakery products stores.....	93	89	95	94	96	92	88	94	93	91	95	97	104	834	806
Eating and drinking places.....	1,434	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,680	1,526	1,556	1,486	1,533	14,496	13,496
Eating places.....	990	964	1,045	1,092	1,179	1,239	1,293	1,308	1,207	1,070	1,083	1,028	1,054	10,317	9,444
Restaurants, cafeterias, lunchrooms.....	831	811	869	895	942	983	1,026	1,047	975	870	892	855	883	8,379	7,703
Drinking places.....	444	422	440	455	471	472	503	497	473	456	473	458	479	4,179	4,052
General merchandise group.....	1,874	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,553	2,275	2,417	2,728	4,399	20,854	19,116
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,638	1,677	1,800	1,816	1,714	1,865	1,859	1,646	1,734	1,956	3,165	15,033	13,757
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,521	1,340	1,404	1,590	2,625	12,227	11,064
Variety stores.....	289	313	389	361	399	395	398	421	402	354	378	414	793	3,367	3,040
Mail order houses (department store merchandise).....	140	146	178	179	173	170	158	195	189	172	197	248	307	1,528	1,372
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,272	1,161	1,191	1,308	2,172	10,495	9,789
Men's, boys' wear stores.....	208	176	206	204	240	254	221	220	233	203	218	254	471	1,962	1,843
Men's, boys' clothing, furnishings stores.....	202	171	200	196	231	247	214	214	228	197	210	246	462	1,903	1,786
Women's apparel, accessory stores.....	407	375	502	463	506	465	427	463	482	448	472	509	834	4,090	3,775
Women's ready-to-wear stores.....	347	327	440	406	440	401	364	402	419	399	418	446	727	3,546	3,330
Family clothing stores.....	187	178	247	217	252	249	217	249	250	231	247	282	472	2,046	1,924
Shoe stores.....	177	156	266	211	233	217	195	212	237	214	197	202	295	1,904	1,793
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	1,098	1,111	1,075	980	1,095	1,077	1,333	9,241	8,107
Furniture, home furnishings stores.....	584	600	638	663	685	735	708	735	694	647	719	703	790	6,042	5,253
Furniture stores.....	421	425	443	478	497	543	532	552	512	476	517	509	591	4,403	3,839
Household appliances, TV, radio stores.....	321	320	335	341	358	377	390	376	381	333	376	374	543	3,199	2,854
Household appliance dealers.....	428	229	241	244	263	282	290	274	276	247	273	270	393	2,327	2,112
Lumber, building, hardware, farm equipment group.....	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,381	1,431	1,526	1,340	1,185	11,686	11,477
Lumber yards, building materials dealers.....	536	542	616	721	801	879	872	823	808	842	897	771	610	6,598	6,641
Lumber yards.....	355	366	403	473	525	580	564	555	548	582	608	515	396	4,369	4,487
Hardware stores.....	176	167	182	217	246	250	237	229	229	213	222	231	308	1,933	1,886
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,387	4,159	3,853	3,660	2,990	4,387	3,949	3,690	36,482	33,933
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,215	4,289	4,110	3,896	3,611	3,435	2,779	4,148	3,712	3,377	34,396	31,960
Passenger car dealers.....	3,404	3,412	3,734	4,077	4,141	3,947	3,723	3,436	3,304	2,677	4,042	3,613	3,291	33,178	30,793
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,768	3,809	3,648	3,437	3,157	3,062	2,402	3,745	3,330	3,054	20,554	28,082
Tire, battery, accessory dealers.....	189	179	211	238	262	275	263	242	225	211	239	237	313	2,086	1,973
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,691	1,599	1,649	1,625	1,713	15,022	14,378
Drug and proprietary stores.....	671	656	680	665	713	705	707	708	708	647	667	666	906	6,213	5,936
Drug stores.....	652	636	657	643	689	681	677	679	674	622	643	643	871	5,988	5,740
Liquor stores.....	433	427	434	446	485	472	500	489	476	437	466	510	724	4,162	3,959
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	21,000	21,533	21,223	21,392	21,777	21,773	21,935	22,266	22,175	20,426	20,716	20,558	21,019	195,074	183,884
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,218	7,002	7,060	7,324	7,421	6,606	6,941	6,734	6,831	64,091	59,553
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,559	14,771	14,875	14,942	14,754	13,820	13,775	13,824	14,188	130,983	124,331
Food group.....	5,031	4,991	5,112	5,064	5,034	5,202	5,261	5,234	5,301	4,897	4,943	4,973	4,991	46,230	44,271
Grocery stores.....	4,548	4,513	4,605	4,574	4,540	4,704	4,769	4,743	4,802	4,441	4,484	4,512	4,523	41,798	40,073
Eating and drinking places.....	1,588	1,593	1,584	1,599	1,589	1,623	1,642	1,633	1,609	1,470	1,530	1,506	1,528	14,452	13,502
General merchandise group.....	2,481	2,592	2,489	2,534	2,589	2,620	2,686	2,734	2,594	2,390	2,303	2,355	2,474	23,299	21,361
Department stores.....	1,464	1,538	1,467	1,467	1,543	1,533	1,580	1,630	1,518	1,386	1,321	1,355	1,457	13,740	12,447
Variety stores.....	410	408	404	421	420	427	443	439	429	386	390	381	397	3,801	3,431
Mail order houses (department store mch.).....	181	197	188	192	190	200	192	205	192	181	173	183	184	1,737	1,563
Apparel group.....	1,250	1,291	1,228	1,272	1,295	1,222	1,316	1,363	1,267	1,204	1,150	1,186	1,250	11,604	10,816
Men's, boys' wear stores.....	231	244	233	241	250	244	257	269	260	238	217	224	239	2,231	2,098
Women's apparel, accessory stores.....	497	505	477	504	502	522	509	519	488	465	451	463	482	4,523	4,164
Shoe stores.....	220	214	226	219	223	218	217	224	208	198	196	205	222	1,969	1,859
Furniture and appliance group.....	1,019	1,073	1,088	1,095	1,080	1,108	1,107	1,094	1,054	985	1,028	986	1,021	9,718	8,552
Furniture, home furnishings stores.....	671	707	711	701	699	735	709	719	677	648	666	640	637	6,329	5,520
Household appliances, TV, radio stores.....	348	366	377	394	381	373	398	375	377	337	362	346	384	3,389	3,032
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,257	1,370	1,339	1,294	1,273	1,270	1,318	1,350	1,381	1,289	11,697	11,510
Lumber yards, building materials dealers.....	720	779	727	707	754	765	732	711	723	761	764	754	716	6,628	6,663
Lumber yards.....	219	228	209	205	220	227	222	227	235	214	222	240	236	1,992	1,948
Hardware stores.....	3,951	4,167	3,894	4,026	4,126	3,885	3,989	4,259	4,448	3,717	3,980	3,791	3,935	36,740	34,235
Automotive group.....	3,711	3,925	3,644	3,788	3,880	3,645	3,755	4,025	4,218	3,495	3,748	3,556	3,685	34,593	32,206
Passenger car, other automotive dealers.....	240	237	248	238	246	240	234	234	230	222	232	235	250	2,147	2,029
Tire, battery, accessory dealers.....	1,638	1,641	1,629	1,674	1,670	1,683	1,701	1,690	1,685	1,605	1,618	1,638	1,681	15,011	14,434
Gasoline service stations.....	694	668	702	689	713	721	726	722	741	688	683	677	694	6,374	6,107
Drug and proprietary stores.....	471	482	491	486	495	503	495	494	501	466	478	473	483	4,418	4,209
Liquor stores.....															

¹ Preliminary estimates, see Explanatory Material, page 14.

F Revised.

² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	September 1964 from--		9 mos. 1964 from 9 mos. 1963		September 1964 from--		9 mos. 1964 from 9 mos. 1963
	Sept. 1963	Aug. 1964			Sept. 1963	Aug. 1964	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+10	-2	+6	Furniture and appliance group.....	+10	-3	+14
				Furniture stores.....	+8	-7	+15
Durable-goods stores, total.....	+13	-3	+8	Floor coverings stores*.....	+4	-1	+20
Nondurable-goods stores, total.....	+9	-2	+6	Household appliance, TV, radio stores.....	+14	+1	+12
				Household appliance stores.....	+12	+1	+10
				TV, radio stores*.....	+22	+3	+17
Food group.....	+10	-3	+5	Lumber, building, hardware, farm equipment group.....	-3	-1	+2
Grocery stores.....	+10	-3	+5	Lumber, building materials dealers.....	-4	-2	-1
Meat markets.....	0	-4	0	Lumber yards.....	-6	-1	-3
Fruit stores, vegetable markets*.....	-2	-15	+3	Paint, glass, wallpaper stores*.....	+8	-4	+3
Candy, nut, confectionery stores*.....	+28	+9	+2	Heating and plumbing equipment dealers*.....	+31	+9	-7
Bakery products stores.....	+2	-1	+3	Hardware stores.....	+8	0	+2
Delicatessen stores*.....	+12	0	+2	Farm equipment dealers*.....	-9	+2	+7
Eating and drinking places.....	+10	-7	+7	Automotive group.....	+22	-5	+8
Eating places.....	+13	-8	+9	Passenger car dealers.....	+23	-4	+8
Restaurants, cafeterias, lunchrooms.....	+12	-7	+9	Passenger car dealers (franchised).....	+27	-3	+9
Drinking places.....	+4	-5	+3	Tire, battery, accessory dealers.....	+7	-7	+6
General merchandise group.....	+12	-1	+9	Gasoline service stations.....	+6	-6	+4
Department stores and dry goods, general merchandise stores.....	+13	0	+9	Fuel fuel oil dealers*.....	+14	+19	+1
Department stores.....	+14	+1	+11	Fuel dealers, except fuel oil*.....	+22	+17	+2
Variety stores.....	+14	-5	+11	Fuel oil dealers*.....	+7	+22	+1
Mail order houses (department store merchandise).....	+10	-3	+11	Drug and proprietary stores.....	+9	0	+5
				Drug stores.....	+8	-1	+4
Apparel group.....	+10	+5	+7	Liquor stores.....	+9	-3	+5
Men's, boys' clothing, furnishings stores.....	+16	+7	+7	Jewelry stores*.....	+12	-5	+9
Men's, boys' clothing stores*.....	+14	+6	+6	Florists*.....	+13	+6	+6
Men's, boys' furnishings stores*.....	+25	+10	+14	Book stores*.....	NA	NA	NA
Women's ready-to-wear stores.....	+5	+4	+6	Stationery stores*.....	-3	+14	+1
Family clothing stores.....	+8	0	+6	Music stores*.....	+10	+18	+14
Women's apparel, accessory, specialty stores*..	+37	+4	+21	Camera, photographic supply stores*.....	+7	-3	+4
Shoe stores.....	+11	+12	+6	Optical goods stores*.....	+27	0	+13
				Typewriter stores*.....	0	+8	-9
Based on data ADJUSTED for seasonal variations and trading day differences							
United States, total.....	+9	0	+6	Furniture and appliance group.....	+7	-4	+14
				Furniture, home furnishings stores.....	+4	-6	+15
Durable-goods stores, total.....	+12	+1	+8	Household appliance, TV, radio stores.....	+12	+1	+12
Nondurable-goods stores, total.....	+7	-1	+5				
Food group.....	+8	+1	+4	Lumber, building, hardware, farm equipment group.....	-4	0	+2
Grocery stores.....	+8	+1	+4	Lumber, building materials dealers.....	-5	+2	-1
Eating and drinking places.....	+9	-1	+7	Hardware stores.....	+10	+4	+2
General merchandise group.....	+9	-5	+9	Automotive group.....	+20	+4	+7
Department stores.....	+10	-7	+10	Passenger car and other automotive dealers....	+21	+5	+7
Variety stores.....	+11	-2	+11	Tire, battery, accessory dealers.....	+4	-2	+6
Mail order houses (department store merchandise).....	+6	-6	+11				
				Gasoline service stations.....	+5	0	+4
Apparel group.....	+5	-7	+7				
Men's, boys' wear stores.....	+9	-3	+6	Drug and proprietary stores.....	+8	+3	+4
Women's apparel, accessory stores.....	+5	-6	+9				
Shoe stores.....	+5	-7	+6	Liquor stores.....	+8	+1	+5

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

NA Not available.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1964

(Millions of dollars)

Kind of business	1964									1963				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Sept.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,478	4,330	4,859	4,858	5,233	5,107	5,169	5,202	5,133	4,611	4,915	5,364	6,943	44,369	41,058
Durable-goods stores, total.....	310	315	359	390	421	450	457	444	438	365	412	411	501	3,584	3,145
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,812	4,657	4,712	4,758	4,695	4,246	4,503	4,953	6,442	40,785	37,913
Food group.....	2,139	2,035	2,026	2,028	2,184	2,041	2,219	2,082	2,063	1,877	2,018	2,192	2,142	18,817	18,005
Grocery stores.....	2,086	1,982	1,970	1,975	2,125	1,981	2,158	2,021	1,999	1,825	1,965	2,140	2,081	18,297	17,506
Eating and drinking places.....	102	100	111	111	120	131	134	138	129	107	109	105	107	1,076	932
General merchandise group.....	1,262	1,246	1,564	1,592	1,696	1,698	1,605	1,756	1,717	1,526	1,615	1,843	2,995	14,136	12,565
Department stores and dry goods, general merchandise stores.....	909	871	1,105	1,148	1,232	1,232	1,155	1,261	1,243	1,105	1,149	1,307	2,113	10,156	8,994
Department stores.....	790	763	968	1,002	1,074	1,075	1,003	1,089	1,079	961	1,000	1,137	1,850	8,843	7,830
Variety stores.....	216	238	304	281	306	304	299	320	305	272	292	321	611	2,573	2,318
Apparel group.....	247	228	365	304	350	335	292	329	341	309	311	348	567	2,791	2,570
Men's, boys' wear stores ²	26	22	29	26	33	32	26	25	28	25	30	34	60	247	231
Women's apparel, accessory stores ³	97	95	147	132	148	144	125	143	140	128	131	152	246	1,171	1,078
Women's ready-to-wear stores.....	89	88	135	122	136	132	114	133	130	118	120	141	226	1,079	994
Shoe stores.....	73	66	119	86	100	94	82	91	103	93	83	83	133	814	755
Furniture and appliance group.....	78	83	96	92	103	105	103	104	108	94	102	108	128	872	777
Tire, battery, accessory dealers.....	75	72	82	96	106	115	108	101	93	83	93	94	132	848	779
Drug and proprietary stores.....	140	138	148	141	152	152	153	151	154	135	138	143	226	1,329	1,221
Liquor stores.....	91	93	98	97	102	97	100	103	100	92	102	111	171	881	849

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,089	5,111	5,126	5,105	5,165	5,240	5,311	5,366	5,296	4,871	4,809	4,922	5,043	46,809	43,317
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	2,066	2,084	2,083	2,105	1,970	1,993	2,015	2,017	18,481	17,691
Eating and drinking places.....	111	110	112	112	115	127	126	130	125	105	107	105	106	1,068	933
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,759	1,791	1,830	1,755	1,605	1,523	1,600	1,674	15,783	14,043
Department stores.....	1,057	1,090	1,075	1,049	1,110	1,087	1,124	1,154	1,093	1,000	932	993	1,050	9,839	8,707
Variety stores.....	318	318	319	329	320	324	329	328	327	297	298	296	305	2,912	2,625
Apparel group.....	336	337	326	343	348	349	351	369	337	316	298	310	326	3,096	2,845
Men's, boys' wear stores ²	31	33	29	31	34	32	33	33	33	31	29	27	29	289	271
Women's apparel, accessory stores ³	139	140	136	151	146	153	149	156	142	132	125	135	137	1,312	1,203
Shoe stores.....	94	90	98	91	95	91	96	103	92	87	84	83	92	850	790
Tire, battery, accessory dealers.....	99	98	96	96	99	100	96	100	97	89	91	92	99	881	809
Drug and proprietary stores.....	152	148	157	147	157	156	161	158	165	147	146	144	147	1,401	1,291

¹ Based on weekly sales figures converted to calendar month totals. September 1964 weekly sales (in millions of dollars) were as follows: For week ending September 5 = 514; September 12 = 449; September 19 = 490; September 26 = 469; October 3 = 495.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

^r Revised.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1964

(Millions of dollars)

Kind of business	1964									1963				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	1964	1963
	Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	5,328	5,143	5,773	5,819	6,253	6,109	6,157	6,233	6,167	5,546	5,947	6,411	8,279	52,979	49,111
Food group.....	2,413	2,288	2,273	2,272	2,444	2,292	2,381	2,384	2,367	2,150	2,294	2,477	2,431	21,111	20,111
Grocery stores.....	2,334	2,211	2,190	2,192	2,359	2,206	2,341	2,320	2,290	2,074	2,217	2,401	2,343	20,461	19,711
Eating and drinking places.....	148	139	156	158	171	190	196	198	184	159	166	165	163	1,542	1,411
General merchandise group.....	1,372	1,368	1,708	1,734	1,849	1,860	1,731	1,896	1,862	1,672	1,773	2,019	3,275	15,381	13,811
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,277	1,369	1,382	1,267	1,482	1,373	1,231	1,285	1,455	2,347	11,277	10,111
Department stores.....	861	843	1,065	1,100	1,178	1,190	1,085	1,182	1,118	1,051	1,091	1,244	2,029	9,631	8,611
Drug and proprietary stores.....	165	162	172	163	180	182	185	187	189	165	168	172	206	1,401	1,401

¹ Preliminary estimates, see Explanatory Material, page 14.

^r Revised.

Note: United States and group totals include kinds of businesses not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES; SEPTEMBER 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	September 1964 from--		9 mos. 1964 from 9 mos. 1963		September 1964 from--		9 mos. 1964 from 9 mos. 1963
	September 1963	August 1964			September 1963	August 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+6	+17	+8
				New York City.....	+6	+19	+10
Akron, Ohio.....	+7	+3	+8	Newark, N. J.....	+5	+24	+2
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Norfolk-Portsmouth, Va.....	+4	-1	+10
Asheville, N. C.....	+6	-7	+4	Oklahoma City, Okla.....	+7	-13	+4
Atlanta, Ga.....	+10	+2	+10	Omaha, Nebr.....	+7	-11	+5
Augusta, Ga.....	+6	-7	+7	Peoria, Ill.....	+2	-8	+2
Baltimore, Md.....	+5	+7	+9	Philadelphia, Pa.....	+5	+31	+9
Baton Rouge, La.....	0	-8	+4	Phoenix, Ariz.....	NA	NA	NA
Binghamton, N. Y.....	14	-1	+9	Pittsburgh, Pa.....	+4	-4	+7
Birmingham, Ala.....	+9	-2	+4	Portland, Oreg.....	+11	-5	+5
Boston, Mass.....	+7	+14	+5	Reading, Pa.....	+1	+16	+9
Buffalo, N. Y.....	+10	+12	+7	Richmond, Va.....	+12	+5	+7
Canton, Ohio.....	+8	+2	+6	Rochester, N. Y.....	+7	0	+3
Chattanooga, Tenn.....	+6	+10	+9	Sacramento, Calif.....	+16	-1	+15
Chicago, Ill.....	+12	-1	+11	St. Louis, Mo.....	+3	-1	0
Cincinnati, Ohio.....	+6	+2	+8	Salt Lake City, Utah.....	+3	-10	+3
Cleveland, Ohio.....	+9	+3	+8	San Antonio, Tex.....	+16	-12	+11
Columbus, Ga.....	NA	NA	NA	San Bernardino, Calif.....	NA	NA	NA
Columbus, Ohio.....	+15	+4	+7	San Diego, Calif.....	+17	+3	+9
Corpus Christi, Tex.....	+13	-19	+5	Savannah, Ga.....	+7	-6	+7
Dallas, Tex.....	+14	-6	+10	Seattle, Wash.....	+14	-7	+1
Denver, Colo.....	+7	-10	+6	Shreveport, La.....	+2	-13	+4
Des Moines, Iowa.....	+10	-4	+9	South Bend, Ind.....	+3	-5	+2
Detroit, Mich.....	+21	+4	+15	Spokane, Wash.....	+11	-8	+3
El Paso, Tex.....	+16	-12	+9	Springfield, Mo.....	+2	-7	+8
Erie, Pa.....	+4	+11	+5	Springfield, Ohio.....	+9	+2	+8
Evansville, Ind.....	NA	NA	NA	Syracuse, N. Y.....	+4	-3	+2
Flint, Mich.....	+14	-2	+10	Tacoma, Wash.....	+22	-11	+6
Fort Wayne, Ind.....	+12	-5	+5	Tampa-St. Peteraburg, Fla.....	+3	-4	+6
Fort Worth, Tex.....	NA	NA	NA	Toledo, Ohio.....	+7	+6	+6
Grand Rapids, Mich.....	+7	+5	+6	Trenton, N. J.....	-1	+14	+12
Houston, Tex.....	+18	-8	+15	Tulsa, Okla.....	+15	-9	+7
Indianapolis, Ind.....	+6	0	+2	Utica-Rome, N. Y.....	NA	NA	NA
Jacksonville, Fla.....	+9	-15	+16	Waco, Tex.....	+13	-11	+11
Kansas City, Mo.....	+10	-8	+7	Washington, D. C.....	+6	+3	+10
Knoxville, Tenn.....	+4	-5	+5	Wheeling, W. Va.....	-1	-4	+2
Lancaster, Pa.....	+5	+19	+8	Wichita, Kana.....	+12	-11	+8
Lexington, Ky.....	+5	+1	+9	Worcester, Mass.....	+8	+17	+6
Los Angeles, Long Beach, Calif.....	+16	-6	+11	Youngstown, Ohio.....	+13	-1	+9
Louisville, Ky.....	+4	-7	+8	CITIES			
Macon, Ga.....	-3	-18	+4	Bridgeport, Conn.....	+4	+18	0
Memphis, Tenn.....	+4	-12	+5	Bristol, Tenn.-Va.....	+5	-8	+3
Miami, Fla.....	+12	-9	+11	Duluth, Minn.-Superior, Wia.....	+11	-12	+6
Milwaukee, Wia.....	+12	+2	+5	Minneapolis, Minn.....	+14	-6	+9
Mobile, Ala.....	+8	-6	+2	Oakland-Berkeley, Calif.....	+1	-4	-3
New Orleans, La.....	+11	-16	+8	Portsmouth, Ohio.....	+10	-8	+3
				Rome, Ga.....	+4	+8	+7
				St. Paul, Minn.....	+15	+6	+17
				San Francisco, Calif.....	+10	-8	+4
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964									1963				Percentage change, Sept. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Sept. 1963	Aug. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,628	14,123	14,335	14,638	15,197	15,140	15,334	15,412	15,662	13,990	14,269	14,361	15,484	+12	+2
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,491	6,647	6,691	6,724	6,874	6,532	6,588	6,456	6,626	+5	+2
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,706	8,493	8,643	8,688	8,788	7,458	7,681	7,905	8,858	+18	+1
Food group.....	352	346	344	336	335	338	351	365	367	335	353	348	354	+10	+1
Grocery stores.....	288	283	290	282	286	291	297	299	300	300	293	289	293	0	0
Eating and drinking places.....	84	85	86	87	89	91	78	81	86	60	70	84	89	+43	+6
General merchandise group.....	4,943	4,723	4,792	4,912	5,121	5,083	5,330	5,414	5,499	4,452	4,592	4,762	5,423	+24	+2
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	3,897	3,915	4,113	4,177	4,232	3,381	3,521	3,641	4,164	+25	+1
Department stores.....	3,385	3,167	3,241	3,343	3,462	3,475	3,630	3,690	3,759	3,000	3,124	3,240	3,730	+25	+2
Mail order houses (department store mdse.).....	972	960	977	983	1,039	984	1,013	1,041	1,056	899	918	952	1,062	+17	+1
Apparel group.....	1,062	962	986	986	1,006	994	1,000	1,007	1,052	898	941	953	1,186	+17	+4
Women's ready-to-wear stores.....	454	424	459	465	457	438	419	422	436	406	422	421	512	+7	+3
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,104	2,111	2,202	2,251	2,315	2,035	2,042	2,061	2,278	+14	+3
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,587	1,595	1,696	1,760	1,796	1,573	1,565	1,551	1,716	+14	+2
Furniture stores.....	1,511	1,457	1,411	1,405	1,442	1,434	1,546	1,606	1,632	1,426	1,419	1,394	1,532	+14	+2
Household appliance, TV, radio stores.....	523	523	524	499	517	516	506	491	519	462	477	510	562	+12	+6
Household appliance dealers.....	461	459	461	437	457	452	446	431	425	403	413	446	490	+5	-1
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,682	1,810	1,960	1,968	1,965	1,940	1,955	2,076	2,097	1,932	1,778	-6	+1
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,384	1,356	1,356	1,355	1,373	1,498	1,520	1,441	1,300	-8	+1
Lumber yards.....	883	873	857	945	1,003	963	965	960	980	1,104	1,114	1,046	948	-11	+2
Automotive group.....	1,481	1,442	1,460	1,488	1,553	1,610	1,590	1,614	1,660	1,457	1,514	1,538	1,560	+14	+3
Passenger car dealers.....	992	955	954	997	1,002	1,005	985	1,031	1,073	974	1,020	1,028	1,048	+10	+4
Passenger car dealers (franchised).....	914	881	887	909	920	930	912	956	994	880	952	947	980	+13	+4
Tire, battery, accessory dealers.....	462	460	472	465	521	571	552	528	524	483	461	482	479	+8	-1
Gasoline service stations.....	451	439	461	457	465	470	460	461	474	452	467	469	442	+5	+3
Other retail stores.....	2,394	2,352	2,423	2,507	2,564	2,475	2,358	2,279	2,254	2,205	2,193	2,214	2,374	+2	-1
CHARGE ACCOUNTS															
United States, total.....	7,409	7,126	7,221	7,431	7,718	7,594	7,535	7,502	7,568	7,178	7,381	7,381	7,826	+5	+1
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,582	3,657	3,670	3,653	3,734	3,654	3,774	3,658	3,622	+2	+2
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,136	3,937	3,865	3,849	3,834	3,524	3,607	3,723	4,204	+9	0
Food group.....	341	334	333	326	322	325	337	353	355	337	340	336	342	+5	+1
General merchandise group.....	1,039	958	916	905	959	928	965	956	934	855	857	910	1,160	+9	-2
Department stores and dry goods, general merchandise stores.....	950	871	835	823	868	824	848	846	826	750	768	819	1,065	+10	-2
Department stores.....	844	765	721	705	751	708	718	717	710	656	661	710	950	+8	-1
Apparel group.....	748	666	689	694	708	705	702	714	750	648	681	697	873	+16	+5
Furniture and appliance group.....	667	648	639	634	655	669	716	729	768	626	652	677	760	+23	+5
Furniture, home furnishing stores.....	486	466	461	478	496	508	556	579	623	484	490	498	562	+29	+8
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,490	1,625	1,760	1,775	1,770	1,751	1,750	1,876	1,914	1,761	1,606	-7	0
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,328	1,308	1,297	1,289	1,298	1,437	1,460	1,386	1,246	-10	+1
Lumber yards.....	848	840	822	910	970	936	932	921	934	1,061	1,073	1,009	911	-12	+1
Automotive group.....	882	858	849	855	899	915	891	893	925	818	885	884	902	+13	+4
Passenger car dealers (franchised).....	641	620	607	624	632	637	613	624	651	577	632	638	662	+13	+4
Gasoline service stations.....	439	430	447	444	452	457	449	451	465	441	455	455	429	+5	+3
INSTALLMENT ACCOUNTS															
United States, total.....	7,219	6,997	7,114	7,207	7,479	7,546	7,799	7,910	8,094	6,812	6,888	6,980	7,658	+19	+2
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,909	2,990	3,021	3,071	3,140	2,878	2,814	2,798	3,004	+9	+2
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,570	4,556	4,778	4,839	4,954	3,934	4,074	4,182	4,654	+26	+2
General merchandise group.....	3,904	3,765	3,876	4,007	4,162	4,155	4,365	4,458	4,566	3,597	3,735	3,852	4,263	+27	+2
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,029	3,091	3,265	3,331	3,406	2,631	2,753	2,822	3,099	+29	+2
Department stores.....	2,541	2,402	2,520	2,638	2,711	2,767	2,912	2,973	3,049	2,344	2,463	2,530	2,780	+30	+3
Apparel group.....	314	296	297	292	298	289	298	293	302	250	260	256	313	+21	+3
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,449	1,442	1,486	1,522	1,547	1,409	1,390	1,384	1,518	+10	+2
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,091	1,087	1,140	1,181	1,173	1,089	1,075	1,053	1,154	+8	-1
Household appliance, TV, radio stores.....	343	341	346	343	358	355	345	341	374	320	315	331	364	+17	+10
Lumber, building, hardware, farm equip. group..	166	179	192	185	200	193	195	189	206	200	183	171	172	+3	+9
Automotive group.....	599	584	611	633	654	695	699	721	735	639	629	654	658	+15	+2
Tire, battery, accessory dealers.....	267	265	271	278	300	344	330	325	325	290	255	276	282	+12	0

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of businesses not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1964

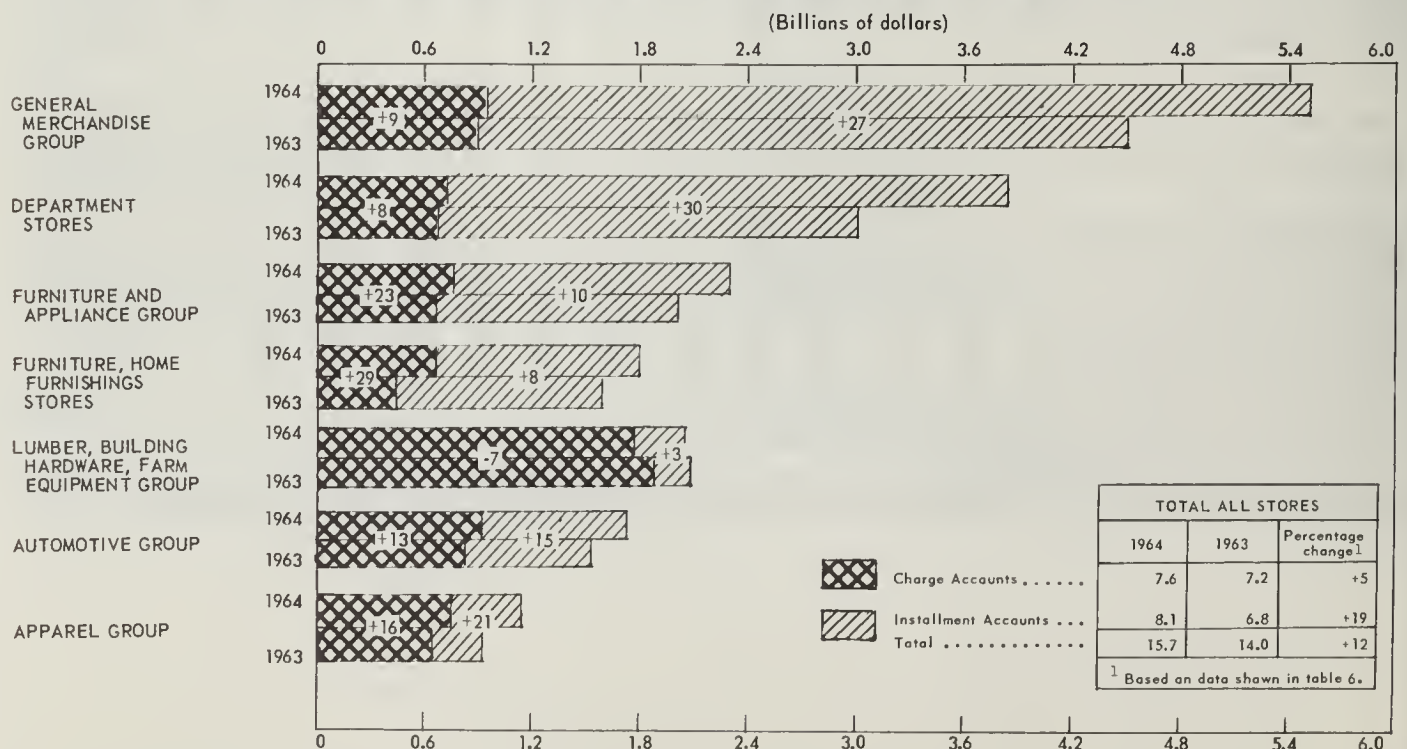
(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964									1963				Percentage change, Sept. 1964 from—	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Sept. 1963	Aug. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	5,207	5,012	5,078	5,177	5,377	5,468	5,495	5,560	5,686	4,846	4,923	5,072	5,591	+17	+2
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,200	1,262	1,257	1,257	1,289	1,211	1,172	1,186	1,222	+6	+3
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,177	4,206	4,238	4,303	4,397	3,635	3,751	3,886	4,369	+21	+2
General merchandise group.....	3,587	3,433	3,495	3,595	3,749	3,769	3,801	3,875	3,957	3,255	3,365	3,488	3,904	+22	+2
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	2,910	2,954	2,988	3,053	3,108	2,552	2,654	2,744	3,095	+22	+2
Department stores.....	2,524	2,369	2,449	2,533	2,606	2,646	2,676	2,730	2,780	2,280	2,375	2,455	2,779	+22	+2
Apparel group.....	264	247	250	253	248	257	260	247	252	223	229	235	294	+13	+2
Furniture and appliance group.....	365	368	374	358	361	358	364	368	377	334	339	349	375	+13	+2
Tire, battery, accessory dealers.....	270	268	273	283	302	338	345	336	339	301	266	282	288	+13	+1
CHARGE ACCOUNTS															
United States, total.....	1,055	983	956	940	995	1,012	991	972	980	957	954	975	1,116	+2	+1
Durable-goods stores, total.....	309	290	290	305	313	336	338	335	345	363	357	350	331	-5	+3
Nondurable-goods stores, total.....	746	693	666	635	682	676	653	637	635	594	597	625	785	+7	0
General merchandise group.....	457	411	381	360	401	391	368	350	342	350	346	368	489	-2	-2
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	335	314	301	293	306	306	329	449	-4	-3
Department stores.....	383	344	315	293	326	306	285	271	268	283	284	302	418	-5	-1
Apparel group.....	125	116	118	118	119	124	125	122	121	105	108	107	138	+15	-1
Furniture and appliance group.....	41	44	44	42	39	41	42	40	44	37	39	40	43	+19	+10
INSTALLMENT ACCOUNTS															
United States, total.....	4,152	4,029	4,122	4,237	4,382	4,456	4,504	4,588	4,706	3,889	3,969	4,097	4,475	+21	+3
Durable-goods stores, total.....	871	863	862	854	887	926	919	922	944	848	815	836	891	+11	+2
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,495	3,530	3,585	3,666	3,762	3,041	3,154	3,261	3,584	+24	+3
General merchandise group.....	3,130	3,022	3,114	3,235	3,348	3,378	3,433	3,525	3,615	2,905	3,019	3,120	3,415	+24	+3
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,555	2,619	2,674	2,752	2,815	2,246	2,348	2,415	2,646	+25	+2
Department stores.....	2,141	2,025	2,134	2,240	2,280	2,340	2,391	2,459	2,512	1,997	2,091	2,153	2,361	+26	+2
Apparel group.....	139	131	132	135	129	133	135	125	131	118	121	128	156	+11	+5
Furniture and appliance group.....	324	324	330	316	322	317	322	328	333	297	300	309	332	+12	+2

¹ Preliminary estimates, see Explanatory material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS—SEPTEMBER 1964 AND SEPTEMBER 1963



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

Tbale 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months. Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Tbale 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Deliicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Cameras, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous month").

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 6

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 6 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	94.5	110.3	101.9	107.4
Nondurable-goods stores, total.....	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	10.2	97.4	95.7	96.6	104.9	97.6	100.1	100.0	96.5	106.7	94.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	84.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.8	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.1
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.....	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores.....	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	143.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	84.4	NA	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	NA	NA	NA
Tire, battery, accessory dealers.....	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	99.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	13.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	176.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	178.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	90.8	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.....	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	107.2	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	94.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	84.5	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	\bar{I}/\bar{C}	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.57	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.71	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run for CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.1 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS

FIRST CLASS MAIL



For release
November 12, 1964

BR-64-9-Supp.

Retail Sales: September 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, JANUARY-SEPTEMBER 1964 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences)

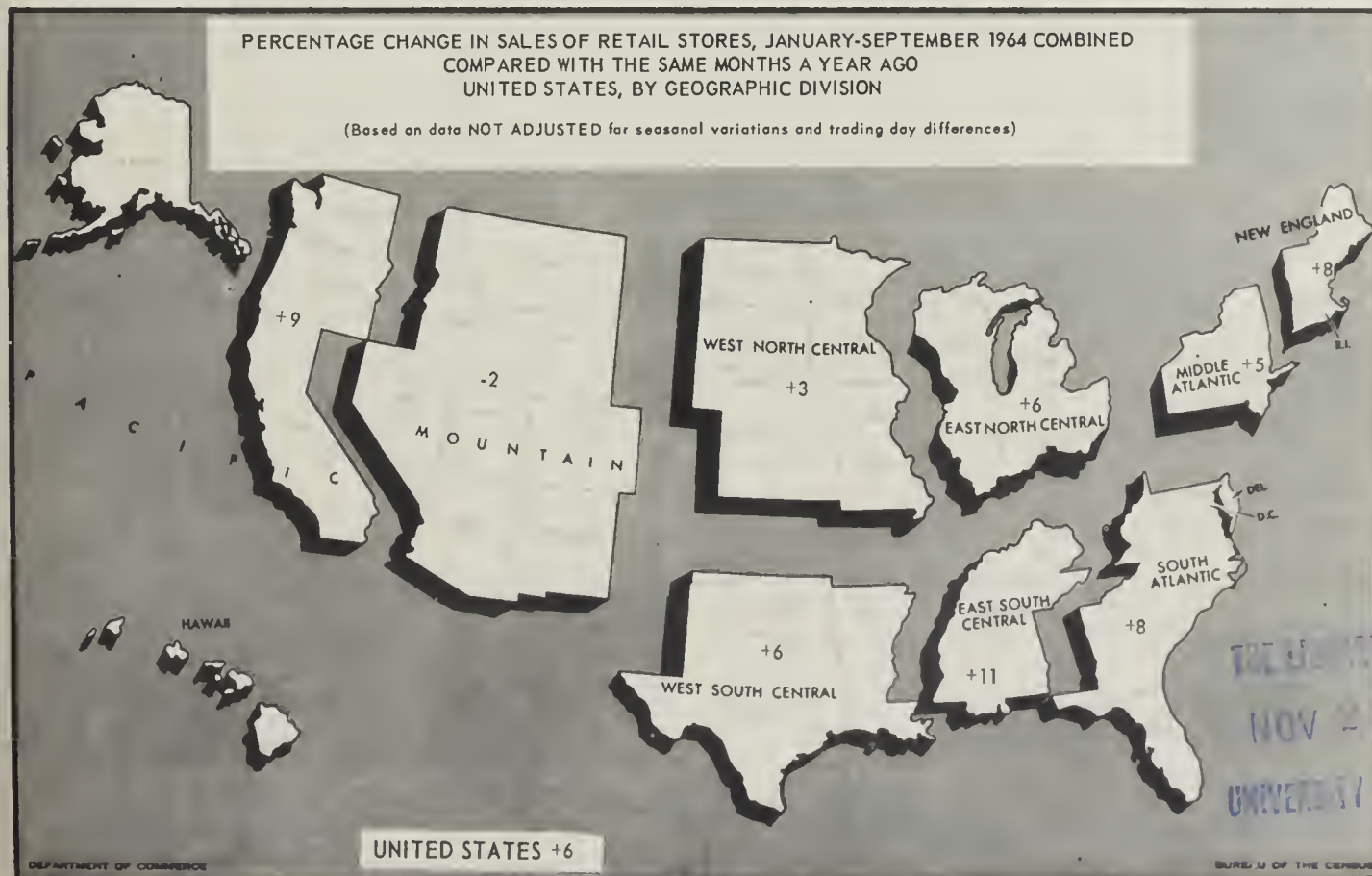


Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: SEPTEMBER 1963 TO SEPTEMBER 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964									1963				Percentage change		
														Jan.-Sept. 1964 from--	Sept. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Jan.-Sept. 1963	Sept. 1963	Aug. 1964
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,246	19,267	21,528	21,494	25,104	+6	+10	-2
Durable-goods stores, total....	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,786	5,999	7,599	6,985	7,208	+8	+13	-3
Nondurable-goods stores, total.	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,460	13,268	13,929	14,509	17,896	+6	+9	-2
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,149	4,684	4,910	5,153	5,194	+5	+10	-3
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,658	4,238	4,444	4,689	4,679	+5	+10	-3
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,680	1,526	1,556	1,486	1,533	+7	+10	-7
GAF ² , total.....	3,803	3,722	4,559	4,454	4,804	4,841	4,596	4,911	4,900	4,416	4,703	5,113	7,904	+10	+11	0
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,553	2,275	2,417	2,728	4,399	+9	+12	-1
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,521	1,340	1,408	1,590	2,625	+11	+14	+1
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,272	1,161	1,191	1,308	2,172	+7	+10	+5
Furniture and appliance group....	905	920	973	1,004	1,043	1,112	1,098	1,111	1,075	980	1,095	1,077	1,333	+14	+10	-3
Lumber,bldg.,hdwe.,farm equip.grp..	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,381	1,431	1,526	1,340	1,185	+2	-3	-1
Automotive group.....	3,677	3,684	4,059	4,453	4,551	4,387	4,159	3,853	3,660	2,990	4,387	3,949	3,690	+8	+22	-5
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,691	1,599	1,649	1,625	1,713	+4	+6	-6
Drug and proprietary stores.....	671	656	680	665	713	705	707	708	708	647	667	666	906	+5	+9	0
THE NORTHEASTERN STATES, TOTAL.....	4,933	4,766	5,283	5,370	5,734	5,671	5,508	5,435	5,412	4,837	5,390	5,492	6,595	+6	+12	0
Durable-goods stores, total....	1,356	1,348	1,553	1,714	1,817	1,775	1,605	1,587	1,514	1,257	1,679	1,595	1,685	+7	+20	-5
Nondurable-goods stores, total.	3,577	3,418	3,730	3,656	3,917	3,896	3,903	3,848	3,898	3,580	3,711	3,897	4,910	+5	+9	+1
Food group.....	1,435	1,373	1,385	1,381	1,484	1,450	1,564	1,470	1,462	1,318	1,367	1,426	1,459	+5	+11	-1
Grocery stores.....	1,208	1,152	1,152	1,159	1,249	1,217	1,324	1,237	1,230	1,094	1,142	1,196	1,205	+6	+12	-1
Eating and drinking places.....	423	409	447	466	508	528	542	541	511	472	485	454	467	+6	+8	-6
GAF ² , total.....	1,036	997	1,246	1,181	1,314	1,338	1,209	1,261	1,338	1,210	1,280	1,413	2,208	+8	+11	+6
General merchandise group.....	447	435	537	529	585	608	567	598	639	559	588	674	1,106	+8	+14	+7
Department stores.....	280	263	333	330	368	383	345	364	405	347	358	409	697	+9	+17	+11
Apparel group.....	340	306	439	376	435	430	343	367	404	388	388	425	700	+6	+4	+10
Furniture and appliance group....														+9	+12	0
Lumber,bldg.,hdwe.,farm equip.grp..																-6
Gasoline service stations.....	284	276	301	307	325	327	342	338	316	298	303	300	308	+5	+6	-7
Drug and proprietary stores.....	153	146	151	146	152	160	160	157	161	152	154	154	203	+2	+6	+3
THE NORTH CENTRAL STATES, TOTAL.....	5,516	5,397	5,872	6,254	6,674	6,549	6,558	6,362	6,257	5,819	6,616	6,510	7,347	+5	+8	-2
Durable-goods stores, total....	1,713	1,737	1,918	2,198	2,242	2,284	2,226	2,036	2,041	1,899	2,437	2,172	2,121	+6	+7	0
Nondurable-goods stores, total.	3,803	3,660	3,954	4,056	4,432	4,265	4,332	4,326	4,216	3,920	4,179	4,338	5,226	+5	+8	-3
Food group.....	1,390	1,360	1,356	1,359	1,472	1,428	1,509	1,470	1,416	1,303	1,379	1,449	1,446	+5	+9	-4
Grocery stores.....	1,276	1,253	1,246	1,248	1,349	1,302	1,386	1,345	1,296	1,193	1,261	1,329	1,319	+5	+9	-4
Eating and drinking places.....	436	410	440	458	493	510	538	544	504	463	475	450	452	+8	+9	-7
GAF ² , total.....	1,091	1,064	1,300	1,310	1,386	1,393	1,343	1,424	1,416	1,324	1,402	1,548	2,309	+9	+7	-1
General merchandise group.....	585	590	724	735	785	796	749	824	813	735	771	887	1,386	+10	+11	-1
Department stores.....	342	337	419	444	468	476	434	480	487	436	449	512	832	+11	+12	+1
Apparel group.....	259	227	307	295	327	298	286	299	316	289	298	351	553	+5	+9	+6
Furniture and appliance group....	247	247	269	280	274	299	308	301	287	300	333	310	370	+12	-4	-5
Lumber,bldg.,hdwe.,farm equip.grp..	350	348	401	489	533	571	557	514	542	584	622	536	467	+2	-7	+5
Automotive group.....	977	993	1,103	1,291	1,285	1,250	1,207	1,059	1,035	846	1,315	1,157	1,030	+6	+22	-2
Gasoline service stations.....	501	475	502	521	551	542	576	566	536	505	542	529	570	+3	+6	-5
Drug and proprietary stores.....	205	197	198	191	214	205	213	212	210	199	206	209	278	+4	+6	-1
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,198	5,994	6,013	5,919	5,704	5,102	5,668	5,640	6,575	+8	+12	-4
Durable-goods stores, total....	1,767	1,860	2,067	2,163	2,303	2,228	2,159	2,021	1,960	1,692	2,056	1,907	1,999	+11	+16	-3
Nondurable-goods stores, total.	3,423	3,311	3,635	3,646	3,895	3,766	3,854	3,898	3,744	3,410	3,612	3,733	4,576	+6	+10	-4
Food group.....	1,308	1,255	1,266	1,282	1,373	1,352	1,456	1,403	1,350	1,232	1,307	1,364	1,357	+4	+10	-4
Grocery stores.....	1,247	1,196	1,201	1,212	1,304	1,285	1,381	1,329	1,280	1,177	1,247	1,306	1,290	+4	+9	-4
Eating and drinking places.....	306	301	323	345	357	381	381	381	355	309	316	308	319	+10	+15	-7
GAF ² , total.....	986	982	1,232	1,188	1,286	1,258	1,220	1,346	1,286	1,122	1,195	1,277	2,007	+11	+15	-4
General merchandise group.....	491	500	626	624	673	633	613	680	632	566	617	676	1,104	+9	+12	-7
Department stores.....	241	238	311	312	337	323	311	351	325	285	308	346	564	+11	+14	-7
Apparel group.....	272	254	361	304	333	312	308	349	354	310	327	349	586	+8	+14	+1
Furniture and appliance group....	223	228	245	260	280	313	299	317	300	246	251	252	317	+19	+22	-5
Lumber,bldg.,hdwe.,farm equip.grp..	250	266	344	396	436	418	387	338	342	340	371	332	283	+4	+1	-4
Automotive group.....	1,160	1,210	1,314	1,355	1,412	1,312	1,290	1,170	1,125	955	1,295	1,169	1,140	+10	+18	-4
Gasoline service stations.....	471	444	477	486	512	538	543	538	509	469	473	466	490	+8	+9	-5
Drug and proprietary stores.....	181	180	188	186	201	196	190	193	192	167	172	173	229	+6	+15	-1
THE WEST, TOTAL.....	3,515	3,424	3,645	3,753	3,902	4,028	4,066	4,062	3,873	3,509	3,854	3,852	4,587	+6	+10	-5
Durable-goods stores, total....	1,195	1,177	1,203	1,285	1,331	1,432	1,409	1,367	1,271	1,151	1,427	1,311	1,403	+7	+10	-7
Nondurable-goods stores, total.	2,320	2,247	2,442	2,468	2,571	2,596	2,657	2,695	2,602	2,358	2,427	2,541	3,184	+6	+10	-3
Food group.....	885	861	884	876	919	884	955	940	921	831	857	914	932	+4	+11	-2
Grocery stores.....	827	794	807	795	837	809	880	869	852	774	799	858	865	+3	+10	-2
Eating and drinking places.....	271	266	275	278	292	314	335	339	310	282	280	274	295	+6	+10	-9
GAF ² , total.....	690	679	781	775	818	852	824	880	860	760	826	875	1,380	+11	+13	-2
General merchandise group.....	349	350	416	422	436	454	451	489	469	415	441	491	803	0	+13	-4
Department stores.....														+12	+12	-4
Apparel group.....	155	140	176	165	187	198	181	194	198	174	178	183	333	+11	+14	+2
Furniture and appliance group....														+18	+13	-4
Gasoline service stations.....														+2	+1	-8
Drug and proprietary stores.....														+7	+12	-1

¹ Preliminary estimates.

department store type of merchandise.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in

(C) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: SEPTEMBER 1963 TO SEPTEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964									1963				Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Jan.-Sept. 1964 from--		Sept. 1964 from--
														Jan.-Sept. 1963	Sept. 1963	Aug. 1964
New England Division, total.....	1,238	1,162	1,272	1,313	1,423	1,439	^r 1,417	1,422	1,402	1,170	1,289	1,336	1,662	+8	+20	-1
Durable-goods stores.....	376	357	417	477	513	493	^r 430	444	427	318	412	401	469	+12	+34	-4
Nondurable-goods stores.....	862	805	855	836	910	946	^r 987	978	975	852	877	935	1,193	+6	+14	0
Food group.....	340	317	318	318	353	362	^r 403	382	373	317	321	342	347	+5	+18	-2
GAP ² , total.....	230	218	263	256	289	305	^c 277	298	302	256	266	313	505	+9	+18	+1
General merchandise group.....														+7	+24	+1
Middle Atlantic Division, total....	3,695	3,604	4,011	4,057	4,311	4,232	^r 4,091	4,013	4,010	3,667	4,101	4,156	4,933	+5	+9	0
Durable-goods stores.....	980	991	1,136	1,237	1,304	1,282	^r 1,175	1,143	1,087	939	1,267	1,194	1,216	+5	+16	-5
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,007	2,950	^r 2,916	2,870	2,923	2,728	2,834	2,962	3,717	+5	+7	+2
GAP ² , total.....	806	779	983	925	1,025	1,033	932	963	1,036	954	1,012	1,100	1,703	+7	+9	+8
General merchandise group.....	357	351	430	421	457	462	430	452	491	440	465	528	861	+8	+12	+9
East North Central Division, total.	3,931	3,886	4,247	4,497	4,778	4,656	^r 4,581	4,489	4,416	4,095	4,657	4,619	5,283	+6	+8	-2
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,574	1,579	^r 1,479	1,370	1,372	1,283	1,676	1,473	1,472	+6	+7	0
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,204	3,077	^r 3,102	3,119	3,044	2,812	2,981	3,145	3,811	+6	+8	-2
Food group.....	1,044	1,039	1,034	1,033	1,116	1,074	^r 1,126	1,101	1,064	964	1,017	1,081	1,085	+6	+10	-3
GAP ² , total.....	801	785	968	970	1,023	1,019	965	1,031	1,037	970	1,027	1,149	1,717	+10	+7	+1
General merchandise group.....	427	433	536	541	577	581	539	594	593	535	563	661	1,024	+12	+11	0
West North Central Division, total.	1,585	1,511	1,625	1,757	1,896	1,893	^r 1,977	1,873	1,841	1,724	1,959	1,891	2,064	+3	+7	-2
Durable-goods stores.....	534	527	561	640	668	705	^r 747	666	669	616	761	699	649	+5	+9	0
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,228	1,188	^r 1,230	1,207	1,172	1,108	1,198	1,192	1,415	+2	+6	-3
Food group.....	346	321	322	326	356	354	^r 383	369	352	339	362	368	361	0	+4	-5
GAP ² , total.....	290	279	332	340	363	374	378	393	379	354	375	399	592	+7	+7	-4
General merchandise group.....	158	157	188	194	208	215	210	230	220	200	208	226	362	+5	+10	-4
South Atlantic Division, total....	2,523	2,505	2,789	2,828	3,035	2,938	^r 2,919	2,936	2,815	2,438	2,740	2,775	3,273	+8	+15	-4
Durable-goods stores.....	821	861	976	1,028	1,107	1,066	^r 1,003	977	938	780	975	914	942	+12	+20	-4
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,928	1,872	^r 1,916	1,959	1,877	1,658	1,765	1,861	2,331	+6	+13	-4
GAP ² , total.....	490	501	637	601	651	641	607	680	660	571	596	651	1,037	+11	+16	-3
General merchandise group.....	250	257	328	321	345	330	311	346	326	291	315	351	579	+7	+12	-6
East South Central Division, total.	963	982	1,092	1,114	1,195	1,144	^r 1,129	1,117	1,093	983	1,093	1,075	1,248	+11	+11	-2
Nondurable-goods stores.....	628	614	677	689	749	703	^r 713	724	710	658	698	713	856	+7	+8	-2
Food group.....							^c							+6	+12	-3
GAP ² , total.....	185	184	236	236	251	235	225	243	234	219	236	246	378	+10	+7	-4
General merchandise group.....	97	97	121	124	133	123	118	126	119	115	126	135	216	+9	+3	-6
West South Central Division, total.	1,704	1,684	1,821	1,867	1,968	1,912	^r 1,965	1,866	1,796	1,681	1,835	1,790	2,054	+6	+7	-4
Durable-goods stores.....							^c									
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,218	1,191	^r 1,225	1,215	1,157	1,094	1,149	1,159	1,389	+5	+6	-5
Food group.....							^c							0	+2	-3
GAP ² , total.....	311	297	359	351	384	382	388	423	392	332	363	380	592	+12	+18	-7
General merchandise group.....	144	146	177	179	195	180	184	208	187	160	176	190	309	+13	+17	-10
Mountain Division, total.....	765	711	762	795	837	901	907	918	832	839	912	902	1,010	-2	-1	-9
Nondurable-goods stores.....	511	484	529	527	544	575	603	610	567	555	550	566	692	-2	+2	-7
Food group.....							^c							-2	-1	-2
GAP ² , total.....	133	129	151	150	159	164	163	177	164	148	160	167	270	+10	+11	-7
General merchandise group.....	66	66	83	84	88	89	87	98	88	76	82	91	155	+8	+16	-10
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,065	3,127	^r 3,159	3,144	3,041	2,670	2,942	2,950	3,577	+9	+14	-3
Durable-goods stores.....	941	950	970	1,017	1,038	1,106	^r 1,105	1,059	1,006	867	1,065	975	1,085	+9	+16	-5
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,027	2,021	^r 2,054	2,085	2,035	1,803	1,877	1,975	2,492	+9	+13	-2
Food group.....	684	666	686	689	722	694	^r 751	741	726	634	655	702	719	+6	+15	-2
GAP ² , total.....	557	550	630	625	659	688	661	703	696	612	666	708	1,110	+12	+14	-1

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) See footnote to table 1.

r Revised.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: SEPTEMBER 1963 TO SEPTEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964									1963				Percentage change		
														Jan.-Sept. 1964 from--		September 1964 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Jan.-Sept. 1963	Sept. 1963	Aug. 1964
California.....	2,154	2,109	2,195	2,260	2,354	2,389	2,375	2,336	2,262	2,011	2,248	2,277	2,783	+8	+12	-3
Illinois.....	1,143	1,131	1,276	1,336	1,418	1,384	1,302	1,284	1,273	1,172	1,332	1,386	1,602	+8	+9	-1
Massachusetts.....	586	561	630	665	697	675	630	623	627	549	607	631	778	+5	+14	+1
Michigan.....	853	823	884	952	1,017	984	993	966	952	859	981	973	1,109	+6	+11	-1
New Jersey.....	697	699	802	808	869	851	820	789	780	675	780	782	920	+9	+16	-1
New York.....	1,910	1,839	2,028	2,036	2,156	2,114	2,045	2,033	2,043	1,892	2,081	2,110	2,493	+5	+8	0
Ohio.....	986	977	1,063	1,115	1,176	1,147	1,141	1,151	1,136	1,074	1,212	1,182	1,340	+6	+6	-1
Pennsylvania.....	1,088	1,066	1,181	1,213	1,286	1,267	1,226	1,191	1,187	1,100	1,240	1,264	1,520	+2	+8	0
Texas.....	1,010	1,021	1,113	1,129	1,192	1,161	1,200	1,141	1,106	1,013	1,107	1,074	1,228	+5	+9	-3

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate. r Revised.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: SEPTEMBER 1963 TO SEPTEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964									1963				Percentage change		
														Jan.-Sept. 1964 from--		September 1964 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Jan.-Sept. 1963	Sept. 1963	Aug. 1964
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	986	958	895	888	886	818	928	963	1,145	+6	+8	0
GAF ³							C							+11	+7	+1
New York-Northeastern N. J., total.....	1,708	1,666	1,846	1,829	1,951	1,905	1,790	1,751	1,805	1,635	1,838	1,869	2,216	+5	+10	+3
GAF ³	412	395	488	456	517	527	464	462	525	484	505	537	813	+9	+8	+14
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	758	742	853	877	914	889	822	816	813	753	847	894	1,071	+7	+8	0
GAF ³							C							+10	+6	+1
Detroit, Mich., total.....							C							+6	+13	+5
GAF ³							C							+21	+22	+11
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,061	1,063	1,070	1,060	1,021	918	1,039	1,064	1,337	+10	+11	-4
GAF ³							C							+17	+20	-2
New York, N. Y., total.....	1,229	1,195	1,308	1,282	1,356	1,326	1,262	1,243	1,293	1,191	1,312	1,345	1,603	+5	+9	+4
GAF ³							C							+10	+7	+13
Philadelphia, Pa., total.....							C							+9	+13	+3
GAF ³							C							+10	+15	+17

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate. r Revised.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.
² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	B	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	P	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	b	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1963 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

INDIANAPOLIS-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE \$300
(GPO)

OFFICIAL BUSINESS
FIRST CLASS MAIL

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii

monthly

RETAIL TRADE

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, DirectorFor release
December 11, 1964

BR-64-10

Retail Sales and End-of-Month Accounts Receivable: October 1964

SALES

Total sales of all retail stores in the United States during October 1964 were estimated at \$22.6 billion, 6 percent above sales for September 1964 and 5 percent higher than October 1963. After adjustment for seasonal variations and trading day differences but not for price changes, October sales amounted to \$21.4 billion, 4 percent below September 1964 but 3 percent above October 1963. Primarily as a result of a sharp drop in automotive dealer sales, adjusted sales of durable-goods stores in October decreased 15 percent from September 1964 and 7 percent from October 1963. Adjusted sales of nondurable-goods stores in October 1964 increased 1 percent from September 1964 and 8 percent from October 1963.

Based on adjusted data, October 1964 sales of the automotive group were down 24 percent from September. Sales of the lumber, building, hardware, farm equipment group decreased 2 percent while the furniture and appliance group increased one percent. In the nondurable-goods stores category, month-to-month increases of 3 percent each were reported by the apparel group and eating and drinking places. The general merchandise group increased 2 percent and the food group remained virtually unchanged.

In the durable-goods stores category, a comparison of adjusted sales for October 1964 with those for the same month a year ago, shows decreases in the automotive group (-13%) and the lumber, building, hardware, farm equipment group (-7%) while sales of the furniture and appliance group increased (+5%). In the nondurable-goods stores category, all major kinds-of-business groups reported year-to-year increases with the apparel group and general merchandise group each increasing 15 percent, eating and drinking places 8 percent, and the food group 6 percent.

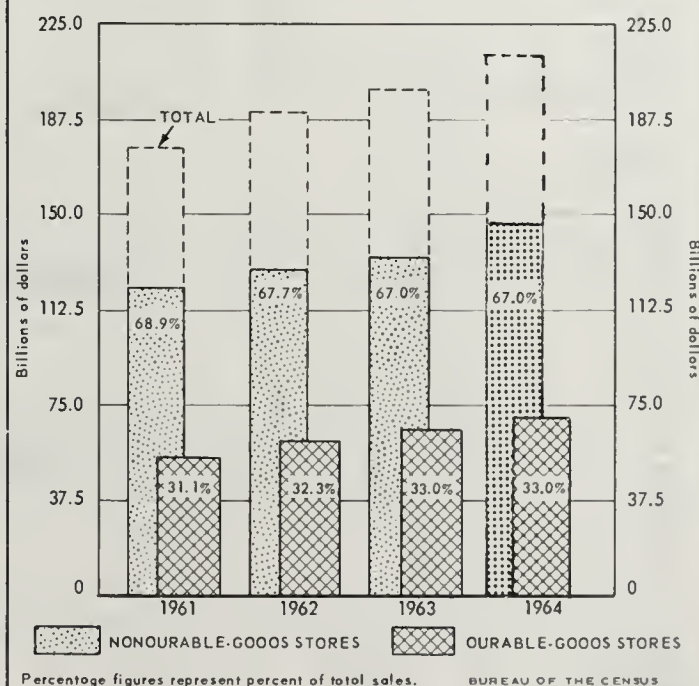
Unadjusted cumulative sales of all retail stores for the first 10 months of 1964 amounted to \$212.2 billion, 6 percent above the first 10 months of 1963. On an adjusted basis, sales for all major kind-of-business groups increased over the same period last year. The largest increases were reported by the furniture and appliance group (+13%), general merchandise group (+10%), apparel group (+8%).

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.7 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES—
FIRST TEN MONTHS-1961 THROUGH 1964

[Not adjusted for seasonal variations or trading day differences]



by customers as of October 31, 1964. Based on data not adjusted for seasonal variations or price changes, this total was 1 percent above the September 1964 level and 10 percent higher than the \$14.3 billion estimated as of October 31, 1963. Year-to-year increases were reported in both the installment account balances (+18%) and in the charge account balances (+3%).

Total receivable balances of durable-goods stores as of October 31, 1964 were virtually unchanged from the previous month, but were 4 percent above those outstanding at the end of October 31, 1963. Nondurable-goods stores reported a 2 percent increase in total amounts outstanding from September 30, 1964 total, and a 16 percent increase over the total for the end of October 1963.

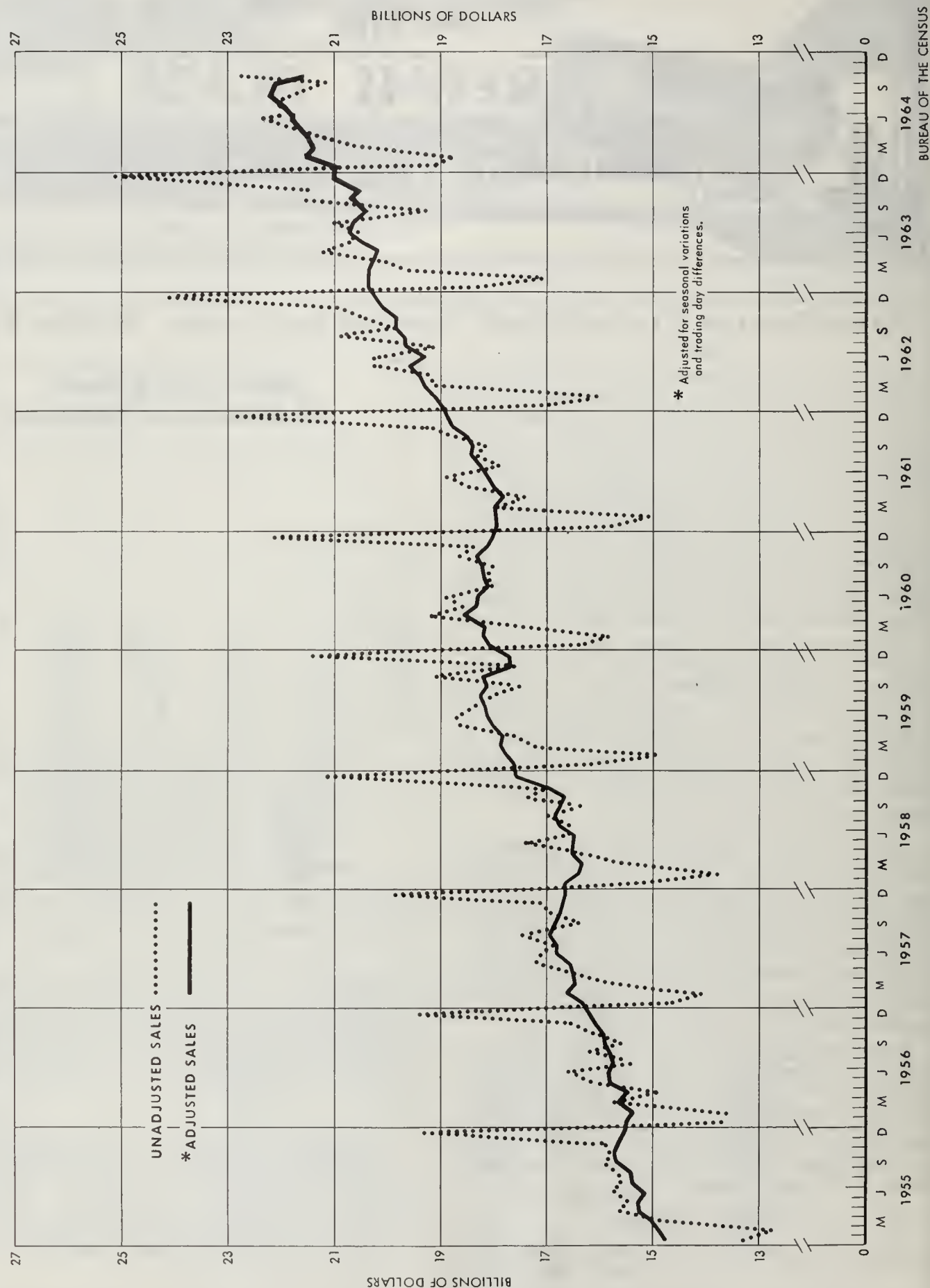


Table 1. ESTIMATED MONTHLY RETAIL SALES—UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1964

(Millions of dollars)

Kind of business	1964										1963			Total 10 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,577	21,528	21,494	25,104	212,163	199,837
Durable-goods stores, total.....	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,072	7,599	6,985	7,208	70,041	65,905
Nondurable-goods stores, total.....	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,505	13,929	14,509	17,896	142,122	133,932
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,534	4,910	5,153	5,194	51,418	48,796
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,449	4,689	4,679	46,519	44,183
Meat markets.....	133	125	129	123	127	127	125	123	117	125	123	124	133	1,254	1,253
Bakery products stores.....	93	89	95	94	96	92	88	94	92	100	95	97	104	933	901
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,701	1,556	1,486	1,533	16,188	15,052
Eating places.....	990	964	1,045	1,092	1,179	1,239	1,293	1,308	1,204	1,219	1,083	1,028	1,054	11,533	10,527
Restaurants, cafeterias, lunchrooms.....	831	811	869	895	942	983	1,026	1,047	976	999	892	855	883	9,379	8,595
Drinking places.....	446	422	440	455	471	472	503	497	467	482	473	458	479	4,655	4,525
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,784	2,417	2,728	4,399	23,635	21,533
Department stores and dry goods, general merchandise stores.....	1,344	1,320	1,638	1,677	1,800	1,816	1,714	1,865	1,857	2,036	1,734	1,956	3,165	17,067	15,491
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,666	1,404	1,590	2,625	13,891	12,468
Variety stores.....	289	313	389	361	399	395	398	421	400	431	378	414	793	3,796	3,418
Mail order houses (department store merchandise).....	140	146	178	179	173	170	158	195	189	209	197	248	307	1,737	1,569
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,404	1,191	1,308	2,172	11,916	10,980
Men's, boys' wear stores ²	208	176	206	204	240	254	221	220	234	275	218	254	471	2,238	2,061
Men's, boys' clothing, furnishings stores.....	202	171	200	196	231	247	214	214	229	267	210	246	462	2,171	1,996
Women's apparel, accessory stores ³	407	375	502	463	506	465	427	463	497	556	472	509	834	4,661	4,250
Women's ready-to-wear stores.....	347	327	440	406	440	401	364	402	435	483	418	446	727	4,045	3,748
Family clothing stores.....	187	178	247	217	252	249	217	249	250	287	247	282	472	2,333	2,171
Shoe stores.....	177	156	266	211	233	217	195	212	235	215	197	202	295	2,117	1,990
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,175	1,095	1,077	1,333	10,429	9,202
Furniture, home furnishings stores.....	584	600	638	663	685	735	708	735	696	768	719	703	790	6,812	5,972
Furniture stores.....	421	425	443	478	497	543	532	552	508	566	517	509	591	4,965	4,356
Household appliance, TV, radio stores.....	321	320	335	341	358	377	390	376	392	407	376	374	543	3,617	3,230
Household appliance dealers.....	228	229	241	244	263	282	290	274	285	286	273	270	393	2,622	2,385
Lumber, building, hardware, farm equipment group.....	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,425	1,526	1,340	1,185	13,127	13,003
Lumber yards, building materials dealers ⁴	536	542	616	721	801	879	872	823	814	866	897	771	610	7,470	7,538
Lumber yards.....	355	366	403	473	525	580	564	555	544	589	608	515	396	4,954	5,095
Hardware stores.....	176	167	182	217	246	250	237	229	231	241	222	231	308	2,176	2,108
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,387	4,159	3,853	3,728	3,817	4,387	3,949	3,690	40,367	38,320
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,215	4,289	4,110	3,896	3,611	3,503	3,569	4,148	3,712	3,377	38,033	36,108
Passenger car dealers ⁵	3,404	3,412	3,734	4,077	4,141	3,947	3,723	3,436	3,385	3,451	4,042	3,613	3,291	36,710	34,835
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,768	3,809	3,648	3,437	3,157	3,124	3,166	3,745	3,330	3,054	33,782	31,827
Tire, battery, accessory dealers.....	189	179	211	238	262	277	263	242	225	248	239	237	313	2,334	2,212
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,757	1,649	1,625	1,713	16,789	16,027
Drug and proprietary stores.....	671	656	680	665	713	705	707	708	701	728	667	666	906	6,934	6,603
Drug stores.....	652	636	657	643	689	681	677	679	667	693	643	643	871	6,674	6,383
Liquor stores.....	433	427	434	446	485	472	500	489	475	506	466	510	724	4,667	4,425
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	21,000	21,533	21,223	21,392	21,777	21,773	21,935	22,266	22,254	21,362	20,716	20,558	21,019	216,515	204,600
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,218	7,002	7,060	7,324	7,541	6,445	6,941	6,734	6,831	70,656	66,494
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,559	14,771	14,875	14,942	14,713	14,917	13,775	13,824	14,188	145,859	138,106
Food group.....	5,031	4,991	5,112	5,064	5,034	5,202	5,261	5,234	5,250	5,235	4,943	4,973	4,991	51,414	49,214
Grocery stores.....	4,548	4,513	4,605	4,574	4,540	4,704	4,769	4,743	4,755	4,736	4,484	4,512	4,523	46,487	44,557
Eating and drinking places.....	1,580	1,593	1,584	1,599	1,589	1,623	1,642	1,633	1,600	1,650	1,530	1,506	1,528	16,093	15,032
General merchandise group.....	2,481	2,592	2,489	2,514	2,589	2,620	2,686	2,734	2,591	2,643	2,303	2,355	2,474	25,944	23,664
Department stores.....	1,464	1,538	1,467	1,467	1,543	1,533	1,580	1,630	1,516	1,566	1,321	1,355	1,457	15,304	13,768
Variety stores.....	410	408	404	421	420	427	443	439	427	430	390	381	397	4,229	3,821
Mail order houses (department store mchse.).....	181	197	188	192	190	200	192	205	192	198	173	183	184	1,935	1,736
Apparel group.....	1,250	1,291	1,228	1,272	1,295	1,322	1,316	1,363	1,285	1,327	1,150	1,186	1,250	12,949	11,966
Men's, boys' wear stores ²	231	246	233	241	250	244	257	269	261	264	217	224	239	2,496	2,315
Women's apparel, accessory stores ³	497	505	477	504	502	522	509	519	504	521	451	463	482	5,060	4,615
Shoe stores.....	220	214	226	219	223	218	217	224	206	210	196	205	222	2,177	2,055
Furniture and appliance group.....	1,019	1,073	1,088	1,095	1,080	1,108	1,107	1,094	1,067	1,081	1,028	986	1,021	10,812	9,580
Furniture, home furnishings stores.....	671	707	711	701	699	735	709	719	679	695	666	640	637	7,026	6,186
Household appliance, TV, radio stores.....	348	366	377	394	381	373	398	375	388	386	362	346	384	3,786	3,394
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,257	1,370	1,339	1,294	1,273	1,285	1,254	1,350	1,381	1,289	12,966	12,860
Lumber yards, building materials dealers ⁴	730	779	727	707	754	765	732	711	729	738	764	754	716	7,372	7,427
Hardware stores.....	219	228	209	205	220	227	222	227	237	237	222	240	236	2,231	2,170
Automotive group.....	3,951	4,162	3,894	4,026	4,126	3,885	3,989	4,259	4,531	3,458	3,980	3,791	3,935	40,281	38,215
Passenger car, other automotive dealers.....	3,711	3,925	3,646	3,788	3,880	3,645	3,755	4,025	4,301	3,224	3,748	3,556	3,685	37,900	35,954
Tire, battery, accessory dealers.....	240	237	248	238	246	240	234	234	230	234	232	235	250	2,381	2,261
Gasoline service stations.....	1,638	1,641	1,629	1,674	1,670	1,683	1,701	1,690	1,695	1,718	1,618	1,638	1,681	16,739	16,052
Drug and proprietary stores.....	694	666	702	689	713	721	726	722	734	742	683	677	694	7,109	6,790
Liquor stores.....	471	482	491	486	495	503	495	494	499	498	478	473	483	4,914	4,687

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	October 1964 from--		10 mos. 1964 from 10 mos. 1963		October 1964 from--		10 mos. 1964 from 10 mos. 1963
	Oct. 1963	Sept. 1964			Oct. 1963	Sept. 1964	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+5	+6	+6	Furniture and appliance group.....	+7	+8	+13
Durable-goods stores, total.....	-7	+3	+6	Furniture stores.....	+9	+11	+14
Nondurable-goods stores, total.....	+11	+7	+6	Floor coverings stores*.....	-5	+2	+17
Food group.....	+13	+9	+5	Household appliance, TV, radio stores.....	+8	+4	+12
Grocery stores.....	+13	+9	+5	Household appliance stores.....	+5	0	+10
Meat markets.....	+2	+7	0	TV, radio stores*.....	+19	+14	+17
Fruit stores, vegetable markets*.....	0	-8	+2	Lumber, building, hardware, farm equipment group.....	-7	+2	+1
Candy, nut, confectionery stores*.....	+23	+4	+3	Lumber, building materials dealers.....	-3	+6	-1
Bakery products stores.....	+5	+9	+4	Lumber yards.....	-3	+8	-3
Delicatessen stores*.....	+15	+7	+3	Paint, glass, wallpaper stores*.....	-3	-2	+2
Eating and drinking places.....	+9	+2	+8	Heating and plumbing equipment dealers*.....	-25	+3	-9
Eating places.....	+13	+1	+10	Hardware stores.....	+9	+4	+3
Restaurants, cafeterias, lunchrooms.....	+12	+2	+9	Farm equipment dealers*.....	-22	-9	+4
Drinking places.....	+2	+3	+3	Automotive group.....	-13	+2	+5
General merchandise group.....	+15	+9	+10	Passenger car dealers.....	-15	+2	+5
Department stores and dry goods, general merchandise stores.....	+17	+10	+10	Passenger car dealers (franchised).....	-15	+1	+6
Department stores.....	+19	+10	+11	Tire, battery, accessory dealers.....	+4	+10	+6
Variety stores.....	+14	+8	+11	Gasoline service stations.....	+7	+3	+5
Mail order houses (department store merchandise).....	+6	+11	+11	Fuel oil dealers*.....	+29	+31	+4
Apparel group.....	+18	+9	+9	Fuel dealers, except fuel oil*.....	+32	+24	+4
Men's, boys' clothing, furnishings stores.....	+27	+17	+9	Fuel oil dealers*.....	+26	+41	+3
Men's, boys' clothing stores*.....	+26	+17	+8	Drug and proprietary stores.....	+9	+4	+5
Men's, boys' furnishings stores*.....	+33	+16	+16	Drug stores.....	+8	+4	+5
Women's ready-to-wear stores.....	+16	+11	+8	Liquor stores.....	+9	+7	+5
Family clothing stores.....	+16	+15	+7	Jewelry stores*.....	+17	+9	+10
Women's apparel, accessory, specialty stores*.....	+41	+10	+23	Florists*.....	+7	+9	+6
Shoe stores.....	+9	-8	+6	Book stores*.....	-9	NA	NA
				Stationery stores*.....	-7	-4	+1
				Music stores*.....	+21	+6	+16
				Camera, photographic supply stores*.....	+3	0	+5
				Optical goods stores*.....	+20	0	+13
				Typewriter stores*.....	0	-7	-8

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+3	-4	+6	Furniture and appliance group.....	+5	+1	+13
Durable-goods stores, total.....	-7	-15	+6	Furniture, home furnishings stores.....	+4	+2	+14
Nondurable-goods stores, total.....	+8	+1	+6	Household appliance, TV, radio stores.....	+7	-1	+12
Food group.....	+6	0	+4	Lumber, building, hardware, farm equipment group.....	-7	-2	+1
Grocery stores.....	+6	0	+4	Lumber, building materials dealers.....	-3	+1	-1
Eating and drinking places.....	+8	+3	+7	Hardware stores.....	+7	0	+3
General merchandise group.....	+15	+2	+10	Automotive group.....	-13	-24	+5
Department stores.....	+19	+3	+11	Passenger car and other automotive dealers.....	-14	-25	+5
Variety stores.....	+10	+1	+11	Tire, battery, accessory dealers.....	+1	+2	+5
Mail order houses (department store merchandise).....	+14	+3	+11	Gasoline service stations.....	+6	+1	+4
Apparel group.....	+15	+3	+8	Drug and proprietary stores.....	+9	+1	+5
Men's, boys' wear stores.....	+22	+1	+8	Liquor stores.....	+4	0	+5
Women's apparel, accessory stores.....	+16	+3	+10				
Shoe stores.....	+7	+2	+6				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 9.

NA Not available.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1964

(Millions of dollars)

Kind of business	1964										1963			Total 10 mos.	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,478	4,330	4,859	4,858	5,233	5,107	5,169	5,202	5,133	5,637	4,915	5,364	6,943	50,006	45,773
Durable-goods stores, total.....	310	315	359	390	421	450	457	444	438	436	412	411	501	4,021	3,557
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,812	4,657	4,712	4,758	4,695	5,201	4,503	4,953	6,442	45,986	42,416
Food group.....	2,139	2,035	2,026	2,028	2,184	2,041	2,219	2,082	2,063	2,359	2,018	2,192	2,142	21,176	20,023
Grocery stores.....	2,086	1,982	1,970	1,975	2,125	1,981	2,158	2,021	1,999	2,293	1,965	2,140	2,081	20,590	19,471
Eating and drinking places.....	102	100	111	111	120	131	134	138	129	127	109	105	107	1,203	1,041
General merchandise group.....	1,262	1,246	1,564	1,592	1,696	1,693	1,605	1,756	1,717	1,877	1,615	1,843	2,995	16,013	14,180
Department stores and dry goods, general merchandise stores.....	909	871	1,105	1,148	1,232	1,232	1,155	1,261	1,243	1,360	1,149	1,307	2,113	11,516	10,143
Department stores.....	790	763	968	1,002	1,074	1,075	1,003	1,089	1,079	1,182	1,000	1,137	1,850	10,025	8,830
Variety stores.....	216	238	304	281	306	304	299	320	305	330	292	321	611	2,903	2,610
Apparel group.....	247	228	365	304	350	335	292	329	341	361	311	348	567	3,152	2,881
Men's, boys' wear stores.....	26	22	29	26	33	32	26	25	28	36	30	34	60	283	261
Women's apparel, accessory stores.....	97	95	147	132	148	144	125	143	140	153	131	152	246	1,324	1,209
Women's ready-to-wear stores.....	89	88	135	122	136	132	114	133	130	141	120	141	226	1,220	1,114
Shoe stores.....	73	66	119	86	100	94	82	91	103	90	83	83	133	904	838
Furniture and appliance group.....	78	83	96	92	103	105	103	104	108	111	102	108	128	983	879
Tire, battery, accessory dealers.....	75	72	82	96	106	115	108	101	93	104	93	94	132	952	872
Drug and proprietary stores.....	140	138	148	141	152	152	153	151	154	160	138	143	226	1,489	1,399
Liquor stores.....	91	93	98	97	102	97	100	103	100	112	102	111	171	993	951

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,089	5,111	5,126	5,105	5,165	5,240	5,311	5,366	5,296	5,309	4,809	4,922	5,043	52,118	48,126
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	2,066	2,084	2,083	2,105	2,113	1,993	2,015	2,017	20,594	19,684
Eating and drinking places.....	111	110	112	112	115	127	126	130	125	123	107	105	106	1,191	1,040
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,759	1,791	1,830	1,755	1,783	1,523	1,600	1,674	17,566	15,566
Department stores.....	1,057	1,090	1,075	1,049	1,110	1,087	1,124	1,154	1,093	1,113	932	993	1,050	10,952	9,639
Variety stores.....	318	318	319	329	320	324	329	328	327	325	298	296	305	3,237	2,923
Apparel group.....	336	337	326	343	348	349	351	369	337	341	298	310	326	3,437	3,143
Men's, boys' wear stores.....	31	33	29	31	34	32	33	33	33	33	29	27	29	322	299
Women's apparel, accessory stores.....	139	140	136	151	146	153	149	156	142	144	125	135	137	1,456	1,328
Shoe stores.....	94	90	98	91	95	91	96	103	92	90	84	83	92	940	874
Tire, battery, accessory dealers.....	99	98	96	96	99	100	96	100	97	100	91	92	99	981	900
Drug and proprietary stores.....	152	148	157	147	157	156	161	158	165	167	146	144	147	1,568	1,437

¹ Based on weekly sales figures converted to calendar month totals. October 1964 weekly sales (in millions of dollars) were as follows: For week ending Oct. 10 = 473; Oct. 17 = 478; Oct. 24 = 473; Oct. 31 = 493.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1964

(Millions of dollars)

Kind of business	1964										1963			Total 10 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	5,328	5,143	5,773	5,819	6,253	6,109	6,157	6,230	6,186	6,734	5,947	6,411	8,239	59,732	55,102
Food group.....	2,413	2,288	2,273	2,272	2,444	2,292	2,503	2,384	2,358	2,663	2,294	2,477	2,431	23,890	22,696
Grocery stores.....	2,334	2,211	2,190	2,192	2,359	2,206	2,413	2,290	2,262	2,564	2,217	2,401	2,343	23,021	21,922
Eating and drinking places.....	148	139	156	158	171	190	196	200	187	186	166	165	163	1,731	1,536
General merchandise group.....	1,372	1,368	1,708	1,734	1,849	1,860	1,731	1,896	1,858	2,032	1,773	2,019	3,275	17,408	16,113
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,277	1,369	1,382	1,267	1,385	1,370	1,499	1,285	1,455	2,349	12,581	11,342
Department stores.....	861	843	1,065	1,100	1,178	1,190	1,085	1,182	1,180	1,293	1,095	1,244	2,229	11,977	9,643
Drug and proprietary stores.....	165	162	172	163	180	182	185	187	188	195	168	172	266	1,779	1,144

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: OCTOBER 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	October 1964 from--		10 mos. 1964 from 10 mos. 1963		October 1964 from--		10 mos. 1964 from 10 mos. 1963
	October 1963	September 1964			October 1963	September 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+13	+14	+8
				New York City.....	+14	+21	+10
Akron, Ohio.....	+14	+13	+9	Newark, N. J.....	+7	+10	+3
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Norfolk-Portsmouth, Va.....	+20	+22	+11
Asheville, N. C.....	+11	+10	+5	Oklahoma City, Okla.....	+5	+10	+4
Atlanta, Ga.....	+21	+4	+11	Omaha, Nebr.....	+16	+15	+6
Augusta, Ga.....	+16	+29	+8	Peoria, Ill.....	+11	+23	+3
Baltimore, Md.....	+12	+22	+9	Philadelphia, Pa.....	+14	-2	+10
Baton Rouge, La.....	+12	+9	+5	Phoenix, Ariz.....	NA	NA	NA
Binghamton, N. Y.....	+16	+8	+9	Pittsburgh, Pa.....	+23	+18	+5
Birmingham, Ala.....	+14	+2	+5	Portland, Oreg.....	+7	+2	+5
Boston, Mass.....	+15	+4	+6	Reading, Pa.....	+18	+1	+10
Buffalo, N. Y.....	+18	+3	+8	Richmond, Va.....	+12	+10	+8
Canton, Ohio.....	+17	+20	+8	Rochester, N. Y.....	+16	+17	+5
Chattanooga, Tenn.....	+11	-3	+10	Sacramento, Calif.....	+13	+10	+15
Chicago, Ill.....	+15	+14	+11	St. Louis, Mo.....	+10	+13	+2
Cincinnati, Ohio.....	+12	+14	+8	Salt Lake City, Utah.....	+10	+15	+4
Cleveland, Ohio.....	+10	+5	+8	San Antonio, Tex.....	+18	+11	+12
Columbus, Ga.....	NA	NA	NA	San Bernardino, Calif.....	NA	NA	NA
Columbus, Ohio.....	+14	+5	+8	San Diego, Calif.....	+6	-4	+9
Corpus Christi, Tex.....	+24	+26	+7	Savannah, Ga.....	+20	+25	+9
Dallas, Tex.....	+15	+9	+11	Seattle, Wash.....	+7	+5	+1
Denver, Colo.....	+6	+8	+6	Shreveport, La.....	+6	+5	+4
Des Moines, Iowa.....	+11	+5	+9	South Bend, Ind.....	0	+7	+2
Detroit, Mich.....	+30	+4	+17	Spokane, Wash.....	+8	+28	+4
El Paso, Tex.....	+10	+27	+9	Springfield, Mo.....	+17	+2	+9
Erie, Pa.....	+12	+6	+6	Springfield, Ohio.....	+10	+4	+8
Evansville, Ind.....	NA	NA	NA	Syracuse, N. Y.....	+15	+16	+4
Flint, Mich.....	+15	0	+11	Tacoma, Wash.....	+20	+3	+7
Fort Wayne, Ind.....	+1	+15	+5	Tampa-St. Petersburg, Fla.....	+2	+18	+5
Fort Worth, Tex.....	NA	NA	NA	Toledo, Ohio.....	+18	-4	+8
Grand Rapids, Mich.....	+12	+3	+7	Trenton, N. J.....	+15	+2	+13
Houston, Tex.....	+20	+8	+16	Tulsa, Okla.....	+19	+10	+19
Indianapolis, Ind.....	0	+13	+2	Utica-Rome, N. Y.....	NA	NA	NA
Jacksonville, Fla.....	+21	+35	+16	Waco, Tex.....	+11	+13	+11
Kansas City, Mo.....	+12	+10	+7	Washington, D. C.....	+18	+16	+15
Knoxville, Tenn.....	+14	+22	+6	Wheeling, W. Va.....	+16	-2	+3
Lancaster, Pa.....	+11	+3	+8	Wichita, Kans.....	+11	+14	+8
Lexington, Ky.....	+9	+7	+9	Worcester, Mass.....	+12	-5	+6
Los Angeles, Long Beach, Calif.....	+9	+7	+11	Youngstown, Ohio.....	+22	+16	+10
Louisville, Ky.....	+13	+17	+9	CITIES			
Macon, Ga.....	+14	+16	+5	Bridgeport, Conn.....	-7	-7	0
Memphis, Tenn.....	+10	+22	+6	Bristol, Tenn.-Va.....	+8	+12	+4
Miami, Fla.....	+13	+31	+12	Duluth, Minn.-Superior, Wis.....	+13	+2	+6
Milwaukee, Wis.....	+9	+9	+6	Minneapolis, Minn.....	+14	+16	+9
Mobile, Ala.....	+16	+14	+4	Oakland-Berkeley, Calif.....	-2	+7	-3
New Orleans, La.....	+15	+17	+9	Portsmouth, Ohio.....	+18	+28	+5
				Rome, Ga.....	+16	+3	+7
				St. Paul, Minn.....	+17	+1	+17
				San Francisco, Calif.....	+6	+14	+4
				Springfield, Mass.....	NA	NA	NA

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES¹, BY KIND OF BUSINESS: OCTOBER 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964										1963			Percentage change, Oct. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Oct. 1963	Sept. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,628	14,123	14,335	14,638	15,197	15,140	15,334	15,412	15,569	15,713	14,269	14,361	15,484	+10	+1
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,491	6,647	6,691	6,724	6,833	6,826	6,588	6,456	6,626	+4	0
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,706	8,493	8,643	8,688	8,736	8,887	7,681	7,905	8,858	+16	+2
Food group.....	352	346	344	336	335	338	351	365	368	363	353	348	354	+3	-1
Grocery stores.....	288	283	290	282	286	291	297	299	308	301	293	289	293	+3	-2
Eating and drinking places.....	84	85	86	87	89	91	78	81	79	101	70	84	89	+44	+28
General merchandise group.....	4,943	4,723	4,792	4,912	5,121	5,083	5,330	5,414	5,473	5,601	4,592	4,762	5,423	+22	+2
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	3,897	3,915	4,113	4,177	4,216	4,325	3,521	3,641	4,164	+23	+3
Department stores.....	3,385	3,167	3,241	3,343	3,462	3,475	3,630	3,690	3,726	3,827	3,124	3,240	3,730	+23	+3
Mail order houses (department store mdse.).....	972	960	977	983	1,039	984	1,013	1,041	1,044	1,073	918	952	1,062	+17	+3
Apparel group.....	1,062	962	986	986	1,006	994	1,000	1,007	1,044	1,083	941	953	1,186	+15	+4
Women's ready-to-wear stores.....	454	424	459	465	457	438	419	422	442	453	422	421	512	+7	+2
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,104	2,111	2,202	2,251	2,312	2,337	2,042	2,061	2,278	+14	+1
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,587	1,595	1,696	1,760	1,781	1,793	1,565	1,551	1,716	+15	+1
Furniture stores.....	1,511	1,457	1,411	1,405	1,442	1,434	1,546	1,606	1,615	1,615	1,419	1,394	1,532	+14	0
Household appliance, TV, radio stores.....	523	523	524	499	517	516	506	491	531	544	477	510	562	+14	+2
Household appliance dealers.....	461	459	461	437	457	452	446	431	438	447	413	446	490	+8	+2
Lumber, building, hardware, farm equip. group.....	1,662	1,631	1,682	1,810	1,960	1,968	1,965	1,940	1,948	1,979	2,097	1,932	1,778	-6	+2
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,384	1,356	1,356	1,355	1,365	1,392	1,520	1,441	1,300	-8	+2
Lumber yards.....	883	873	857	945	1,003	963	965	960	965	988	1,114	1,046	948	-11	+2
Automotive group.....	1,481	1,442	1,460	1,488	1,553	1,610	1,590	1,614	1,630	1,550	1,514	1,538	1,560	+2	-5
Passenger car dealers ³	992	955	954	997	1,002	1,005	985	1,031	1,052	990	1,020	1,028	1,048	-3	-6
Passenger car dealers (franchised).....	914	881	887	909	920	930	912	956	980	920	952	947	980	-3	-6
Tire, battery, accessory dealers.....	462	460	472	465	521	571	552	528	517	508	461	482	479	+10	-2
Gasoline service stations.....	451	439	461	457	465	470	460	461	458	453	467	469	442	-3	-1
Other retail stores.....	2,394	2,352	2,423	2,507	2,564	2,475	2,358	2,279	2,257	2,246	2,193	2,214	2,374	+2	0
CHARGE ACCOUNTS															
United States, total.....	7,409	7,126	7,221	7,431	7,718	7,594	7,535	7,502	7,555	7,594	7,381	7,381	7,826	+3	+1
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,582	3,657	3,670	3,653	3,720	3,707	3,774	3,658	3,622	-2	0
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,136	3,937	3,865	3,849	3,835	3,887	3,607	3,723	4,204	+8	+1
Food group.....	341	334	333	326	322	325	337	353	356	352	340	336	342	+4	-1
General merchandise group.....	1,039	958	916	905	959	928	965	956	951	988	857	910	1,160	+15	+4
Department stores and dry goods, general merchandise stores.....	950	871	835	823	868	824	848	846	838	886	768	819	1,065	+15	+6
Department stores.....	844	765	721	705	751	708	718	717	697	738	661	710	950	+12	+6
Apparel group.....	748	666	689	694	708	705	702	714	748	777	681	697	873	+14	+4
Furniture and appliance group.....	667	648	639	634	655	669	716	729	767	789	652	677	760	+21	+3
Furniture, home furnishings stores.....	486	466	461	478	496	508	556	579	615	627	490	498	562	+28	+2
Lumber, building, hardware, farm equip. group.....	1,496	1,452	1,490	1,625	1,760	1,775	1,770	1,751	1,741	1,769	1,914	1,761	1,606	-8	+2
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,328	1,308	1,297	1,289	1,290	1,316	1,460	1,386	1,246	-10	+2
Lumber yards.....	848	840	822	910	970	936	932	921	919	943	1,073	1,009	911	-12	+3
Automotive group.....	882	858	849	855	899	915	891	893	921	873	885	884	902	-1	-5
Passenger car dealers (franchised).....	641	620	607	624	632	637	613	624	652	617	632	638	662	-2	-5
Gasoline service stations.....	439	430	447	444	452	457	449	451	449	444	455	455	429	-2	-1
INSTALLMENT ACCOUNTS															
United States, total.....	7,219	6,997	7,114	7,207	7,479	7,546	7,799	7,910	8,014	8,119	6,888	6,980	7,658	+18	+1
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,909	2,990	3,021	3,071	3,113	3,119	2,814	2,798	3,004	+11	0
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,570	4,556	4,778	4,839	4,901	5,000	4,074	4,182	4,654	+23	+2
General merchandise group.....	3,904	3,765	3,876	4,007	4,162	4,155	4,365	4,458	4,522	4,613	3,735	3,852	4,263	+24	+2
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,029	3,091	3,265	3,331	3,378	3,439	2,753	2,822	3,099	+25	+2
Department stores.....	2,541	2,402	2,520	2,638	2,711	2,767	2,912	2,973	3,029	3,089	2,463	2,530	2,780	+25	+2
Apparel group.....	314	296	297	292	298	289	298	293	296	306	260	256	313	+18	+3
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,449	1,442	1,486	1,522	1,545	1,548	1,390	1,384	1,518	+11	0
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,091	1,087	1,140	1,181	1,166	1,166	1,075	1,053	1,154	+8	0
Household appliance, TV, radio stores.....	343	341	346	343	358	355	345	341	379	382	315	331	364	+21	+1
Lumber, building, hardware, farm equip. group.....	166	179	192	185	200	193	195	189	207	210	183	171	172	+15	+1
Automotive group.....	599	584	611	633	654	695	699	721	709	677	629	654	658	+8	-5
Tire, battery, accessory dealers.....	267	265	271	278	300	344	339	325	319	311	255	276	282	+22	-3

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

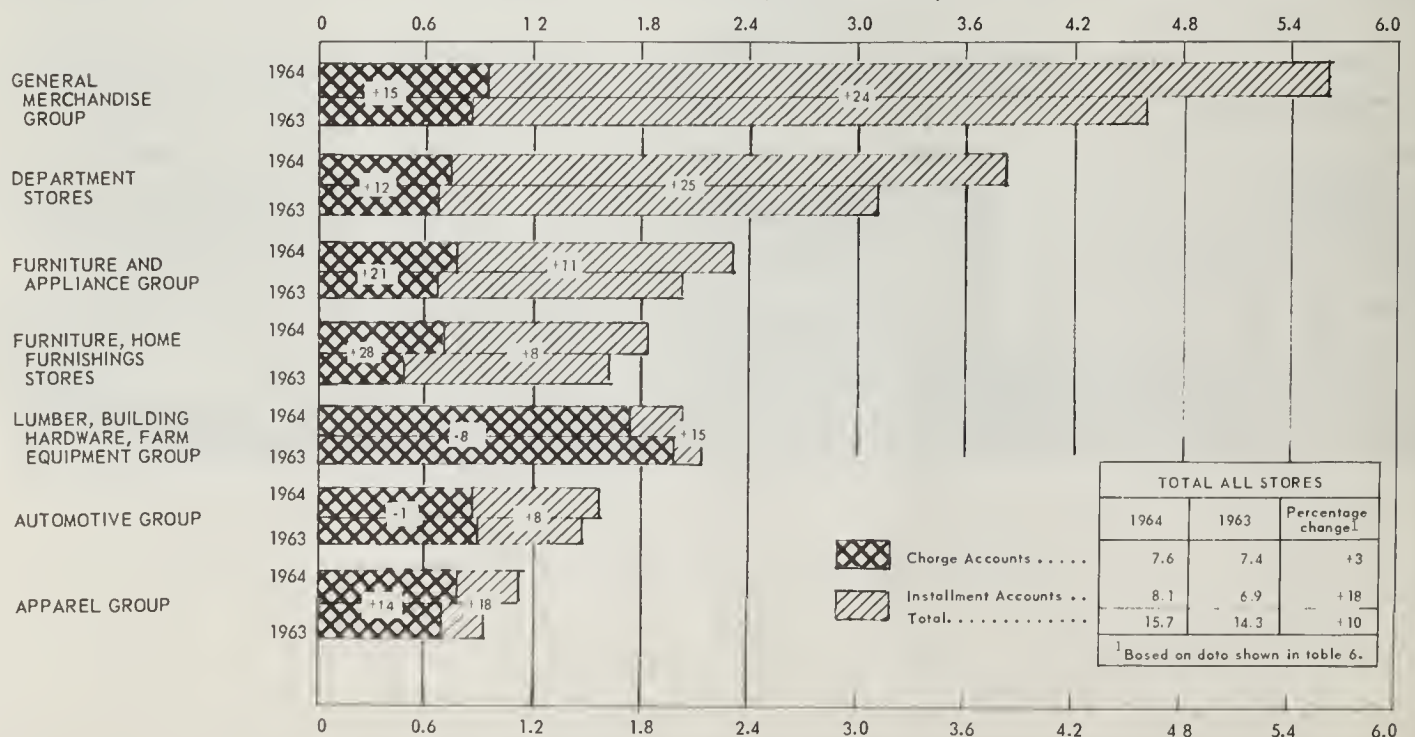
Kind of business	1964										1963			Percentage change, Oct. 1964 from—	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Oct. 1963	Sept. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	5,207	5,012	5,078	5,177	5,377	5,468	5,495	5,560	5,662	5,825	4,923	5,072	5,591	+18	+3
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,200	1,262	1,257	1,257	1,286	1,306	1,172	1,186	1,222	+11	+2
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,177	4,206	4,238	4,303	4,376	4,519	3,751	3,886	4,369	+20	+3
General merchandise group.....	3,587	3,433	3,495	3,595	3,749	3,769	3,801	3,875	3,931	4,049	3,365	3,488	3,904	+20	+3
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	2,910	2,954	2,988	3,053	3,098	3,191	2,654	2,744	3,095	+20	+3
Department stores.....	2,524	2,369	2,449	2,533	2,606	2,646	2,676	2,730	2,771	2,860	2,375	2,455	2,779	+20	+3
Apparel group.....	264	247	250	253	248	257	260	247	251	268	229	235	294	+17	+7
Furniture and appliance group.....	365	368	374	358	361	358	364	368	377	380	339	349	375	+12	+1
Tire, battery, accessory dealers.....	270	268	273	283	302	338	345	336	337	340	266	282	288	+28	+1
CHARGE ACCOUNTS															
United States, total.....	1,055	983	956	940	995	1,012	991	972	981	1,027	954	975	1,116	+8	+5
Durable-goods stores, total.....	309	290	290	305	313	336	338	335	344	345	357	350	331	-3	0
Nondurable-goods stores, total.....	746	693	666	635	682	676	653	637	637	682	597	625	785	+14	+7
General merchandise group.....	457	411	381	360	401	391	368	350	339	364	346	368	489	+5	+7
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	335	314	301	292	317	306	329	449	+4	+9
Department stores.....	383	344	315	293	326	306	285	271	267	293	284	302	418	+3	+10
Apparel group.....	125	116	118	118	119	124	125	122	120	131	108	107	138	+21	+9
Furniture and appliance group.....	41	44	44	42	39	41	42	40	45	48	39	40	43	+23	+7
INSTALLMENT ACCOUNTS															
United States, total.....	4,152	4,029	4,122	4,237	4,382	4,456	4,504	4,588	4,681	4,798	3,969	4,097	4,475	+21	+2
Durable-goods stores, total.....	871	863	862	854	887	926	919	922	942	961	815	836	891	+18	+2
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,495	3,530	3,585	3,666	3,739	3,837	3,154	3,261	3,584	+22	+3
General merchandise group.....	3,130	3,022	3,114	3,235	3,348	3,378	3,433	3,525	3,592	3,695	3,019	3,120	3,415	+22	+3
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,555	2,619	2,674	2,752	2,806	2,874	2,348	2,415	2,646	+22	+2
Department stores.....	2,141	2,025	2,134	2,240	2,280	2,340	2,391	2,459	2,504	2,567	2,091	2,153	2,361	+23	+3
Apparel group.....	139	131	132	135	129	133	135	125	131	137	121	128	156	+13	+5
Furniture and appliance group.....	324	324	330	316	322	317	322	328	332	332	300	309	332	+11	0

¹ Preliminary estimates, see Explanatory material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS—OCTOBER 1964 AND OCTOBER 1963

(Billions of dollars)



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

Table 8. RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

¹ Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous month").

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 1, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 6

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 6 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	94.5	110.1	101.9	107.4
Nondurable-goods stores, total..	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food stores.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	101.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	108.7	94.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.3	105.3	110.3	104.4	108.7	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.	71.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.8	104.7	109.9	173.0	81.9	74.3	103.2	92.0	100.9	99.6	89.1	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	NA	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	NA	NA
Tire, battery, accessory dealers..	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	88.6	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	83.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	\bar{O}	\bar{S}	Range of seasonal factor	\bar{CI}	\bar{I}	\bar{C}	$\bar{I/C}$	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.57	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 5", National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 or I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

Current Retail Trade Reports

monthly

RETAIL TRADE

AREA SALES SUPPLEMENT

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
 BUREAU OF THE CENSUS, Richard M. Scammon, Director

For release
 December 15, 1964

BR-64-10-Supp.

Retail Sales: October 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, JANUARY-OCTOBER 1964 COMBINED
 COMPARED WITH THE SAME MONTHS A YEAR AGO
 UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences)



Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: OCTOBER 1963 TO OCTOBER 1964
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Region and kind of business	1964										1963			Percentage change			
														Jan.-Oct. 1964 from--		Oct. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Jan.-Oct. 1963	Oct. 1963	Sept. 1964	
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,577	21,528	21,494	25,104	+6	+5	+6	
Durable-goods stores, total...	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,072	7,599	6,985	7,208	+6	-7	+3	
Nondurable-goods stores, total	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,505	13,929	14,509	17,896	+6	+11	+8	
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,534	4,910	5,153	5,194	+5	+13	+9	
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,449	4,689	4,679	+5	+13	+9	
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,701	1,556	1,486	1,511	+8	+9	+2	
GAF ² , total.....	3,803	3,722	4,559	4,454	4,804	4,841	4,596	4,911	4,927	5,363	4,703	5,113	7,904	+10	+14	+9	
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,784	2,417	2,728	4,399	+10	+15	+9	
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,666	1,404	1,590	2,625	+11	+19	+10	
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,404	1,191	1,308	2,172	+9	+18	+9	
Furniture and appliance group...	905	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,175	1,095	1,077	1,333	+13	+7	+8	
Lumber,bldg.,hdwe.,farm equip.grp.	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,425	1,526	1,340	1,185	+1	-7	+2	
Automotive group.....	3,677	3,684	4,059	4,453	4,551	4,387	4,159	3,853	3,728	3,817	4,387	3,949	3,690	+5	-13	+2	
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,757	1,649	1,625	1,713	+5	+7	+3	
Drug and proprietary stores.....	671	656	680	665	713	705	707	708	701	728	667	666	906	+5	+9	+4	
THE NORTHEASTERN STATES, TOTAL....	4,933	4,766	5,283	5,370	5,734	5,671	5,508	5,435	5,362	5,738	5,390	5,492	6,595	+6	+6	+7	
Durable-goods stores, total...	1,356	1,348	1,553	1,714	1,817	1,775	1,605	1,587	1,498	1,552	1,679	1,595	1,685	+5	-8	+4	
Nondurable-goods stores, total	3,577	3,418	3,730	3,656	3,917	3,896	3,903	3,848	3,864	4,186	3,711	3,897	4,910	+6	+13	+8	
Food group.....	1,435	1,373	1,385	1,381	1,484	1,450	1,564	1,470	1,438	1,580	1,367	1,426	1,459	+6	+16	+10	
Grocery stores.....	1,208	1,152	1,152	1,159	1,249	1,217	1,324	1,237	1,204	1,334	1,142	1,196	1,205	+7	+17	+11	
Eating and drinking places.....	423	409	447	466	508	528	542	541	500	504	485	454	467	+6	+4	+1	
GAF ² , total.....	1,036	997	1,246	1,181	1,314	1,338	1,209	1,261	1,348	1,479	1,280	1,413	2,208	+9	+16	+10	
General merchandise group.....	447	435	537	529	585	608	567	598	635	700	588	674	1,106	+9	+19	+10	
Department stores.....	280	263	333	330	368	383	345	364	402	446	358	409	697	+11	+25	+11	
Apparel group.....	340	306	439	376	435	430	343	367	419	454	388	425	700	+8	+17	+8	
Furniture and appliance group...														+9	+7	+11	
Lumber,bldg.,hdwe.,farm equip.grp.																+3	
Gasoline service stations.....	284	276	301	307	325	327	342	338	314	321	303	300	308	+5	+6	+2	
Drug and proprietary stores.....	153	146	151	146	152	160	160	157	161	170	154	154	203	+3	+10	+6	
THE NORTH CENTRAL STATES, TOTAL...	5,516	5,397	5,872	6,254	6,674	6,549	6,558	6,362	6,341	6,822	6,616	6,510	7,347	+5	+3	+8	
Durable-goods stores, total...	1,713	1,737	1,918	2,198	2,242	2,284	2,226	2,036	2,101	2,244	2,437	2,172	2,121	+4	-8	+7	
Nondurable-goods stores, total	3,803	3,660	3,954	4,056	4,432	4,265	4,332	4,326	4,240	4,578	4,179	4,338	5,226	+6	+10	+8	
Food group.....	1,390	1,360	1,356	1,359	1,472	1,428	1,509	1,470	1,406	1,519	1,379	1,449	1,446	+5	+10	+8	
Grocery stores.....	1,276	1,253	1,246	1,248	1,349	1,302	1,386	1,345	1,288	1,395	1,261	1,329	1,319	+5	+11	+8	
Eating and drinking places.....	436	410	440	458	493	510	538	544	505	518	475	450	452	+8	+9	+3	
GAF ² , total.....	1,091	1,064	1,300	1,310	1,386	1,393	1,343	1,424	1,438	1,565	1,402	1,548	2,309	+10	+12	+9	
General merchandise group.....	585	590	724	735	785	796	749	824	817	884	771	887	1,386	+10	+15	+8	
Department stores.....	342	337	419	444	468	476	434	480	487	529	449	512	832	+12	+18	+9	
Apparel group.....	259	227	307	295	327	298	286	299	325	357	298	351	553	+7	+20	+10	
Furniture and appliance group...	247	247	269	280	274	299	308	301	296	324	333	310	370	+10	-3	+9	
Lumber,bldg.,hdwe.,farm equip.grp.	350	348	401	489	533	571	557	514	555	584	622	536	467	+1	-6	+5	
Automotive group.....	977	993	1,103	1,291	1,285	1,250	1,207	1,059	1,061	1,161	1,315	1,157	1,030	+4	-12	+9	
Gasoline service stations.....	501	475	502	521	551	542	576	566	546	576	542	529	570	+4	+6	+5	
Drug and proprietary stores.....	205	197	198	191	214	205	213	212	214	222	206	209	278	+5	+8	+4	
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,198	5,994	6,013	5,919	5,687	6,023	5,668	5,640	6,575	+8	+6	+6	
Durable-goods stores, total...	1,767	1,860	2,067	2,163	2,303	2,228	2,159	2,021	1,990	2,003	2,056	1,907	1,999	+10	-3	+1	
Nondurable-goods stores, total	3,423	3,311	3,635	3,646	3,895	3,766	3,865	3,898	3,697	4,020	3,612	3,733	4,576	+6	+11	+9	
Food group.....	1,308	1,255	1,266	1,282	1,373	1,352	1,456	1,403	1,341	1,462	1,307	1,364	1,357	+5	+12	+9	
Grocery stores.....	1,247	1,196	1,201	1,212	1,304	1,285	1,381	1,329	1,275	1,395	1,247	1,306	1,290	+5	+12	+9	
Eating and drinking places.....	306	301	323	345	357	359	381	381	353	360	316	308	319	+10	+14	+2	
GAF ² , total.....	986	982	1,232	1,188	1,286	1,258	1,220	1,346	1,280	1,432	1,195	1,277	2,007	+12	+20	+12	
General merchandise group.....	491	500	626	624	673	633	613	680	631	714	617	676	1,104	+10	+16	+13	
Department stores.....	241	238	311	312	337	323	311	351	328	375	308	346	564	+12	+22	+14	
Apparel group.....	272	254	361	304	333	312	308	349	342	390	327	349	586	+9	+19	+14	
Furniture and appliance group...	223	228	245	260	280	313	299	317	307	328	251	252	317	+21	+31	+7	
Lumber,bldg.,hdwe.,farm equip.grp.	250	266	344	396	436	418	387	338	352	348	371	332	283	+3	-6	+0	
Automotive group.....	1,160	1,210	1,314	1,355	1,412	1,312	1,290	1,170	1,146	1,146	1,295	1,169	1,140	+8	-12	0	
Gasoline service stations.....	471	444	477	486	512	538	543	538	496	507	473	466	490	+7	+7	+2	
Drug and proprietary stores.....	181	180	188	186	201	196	190	193	185	193	172	173	229	+6	+12	+4	
THE WEST, TOTAL.....	3,515	3,424	3,645	3,753	3,902	4,028	4,066	4,062	3,923	3,994	3,854	3,852	4,587	+6	+4	+2	
Durable-goods stores, total...	1,195	1,177	1,203	1,285	1,331	1,432	1,409	1,367	1,304	1,273	1,427	1,311	1,403	+5	-11	-2	
Nondurable-goods stores, total	2,320	2,247	2,442	2,468	2,571	2,596	2,657	2,695	2,619	2,721	2,427	2,541	3,184	+7	+12	+4	
Food group.....	885	861	884	876	919	884	955	940	914	973	857	914	932	+5	+14	+6	
Grocery stores.....	827	794	807	795	837	809	880	869	845	907	799	858	865	+4	+14	+7	
Eating and drinking places.....	271	266	275	278	292	314	335	339	313	319	280	274	295	+7	+14	+2	
GAF ² , total.....	690	679	781	775	818	852	824	880	861	887	826	875	1,380	+11	+7	+3	
General merchandise group.....	349	350	416	422	436	454	451	489	467	486	441	491	803	+9	+10	+4	
Department stores.....														+12	+9	+5	
Apparel group.....	155	140	176	165	187	198	181	194	203	203	178	183	333	+11	+14	0	
Furniture and appliance group...														+15	+4	+0	
Gasoline service stations.....														+3	+7	+2	
Drug and proprietary stores.....														+6	+6	+1	

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: OCTOBER 1963 TO OCTOBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Geographic division and kind of business	1964										1963			Percentage change		
														Jan.-Oct. 1964 from--	Oct. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Jan.-Oct. 1963	Oct. 1963	Sept. 1964
New England Division, total.....	1,238	1,162	1,272	1,313	1,423	1,439	1,417	1,422	1,380	1,460	1,289	1,336	1,662	+8	+13	+6
Durable-goods stores.....	376	357	417	477	513	493	430	444	415	416	412	401	469	+11	+1	0
Nondurable-goods stores.....	862	805	855	836	910	946	987	978	965	1,044	877	935	1,193	+7	+19	+8
Food group.....	340	317	318	318	353	362	403	382	364	402	321	342	347	+6	+25	+10
GAF ² , total.....	230	218	263	256	289	305	277	298	306	322	266	313	505	+10	+21	+5
General merchandise group.....	0													+8	+24	+8
Middle Atlantic Division, total...	3,695	3,604	4,011	4,057	4,311	4,232	4,091	4,013	3,982	4,278	4,101	4,156	4,933	+5	+4	+7
Durable-goods stores.....	980	991	1,136	1,237	1,304	1,282	1,175	1,143	1,083	1,136	1,267	1,194	1,216	+3	-10	+5
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,007	2,950	2,916	2,870	2,899	3,142	2,834	2,962	3,717	+6	+11	+8
Food group.....	806	779	983	925	1,025	1,033	932	963	1,042	1,157	1,012	1,100	1,703	+8	+14	+11
GAF ² , total.....	357	351	430	421	457	462	430	452	493	547	465	528	861	+9	+18	+11
General merchandise group.....																
East North Central Division, total	3,931	3,886	4,247	4,497	4,778	4,656	4,581	4,489	4,464	4,819	4,657	4,619	5,283	+6	+3	+8
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,574	1,579	1,479	1,370	1,424	1,540	1,676	1,473	1,472	+5	-8	+8
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,204	3,077	3,102	3,119	3,040	3,279	2,981	3,145	3,811	+7	+10	+8
Food group.....	1,044	1,039	1,034	1,033	1,116	1,074	1,126	1,101	1,046	1,128	1,017	1,081	1,085	+7	+11	+8
GAF ² , total.....	801	785	968	970	1,023	1,019	965	1,031	1,050	1,147	1,027	1,149	1,717	+10	+12	+9
General merchandise group.....	427	433	536	541	577	581	539	594	596	643	563	661	1,024	+12	+14	+8
West North Central Division, total	1,585	1,511	1,625	1,757	1,896	1,893	1,977	1,873	1,877	2,003	1,959	1,891	2,064	+3	+2	+7
Durable-goods stores.....	534	527	561	640	668	705	747	666	677	704	761	699	649	+3	-7	+4
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,228	1,188	1,230	1,207	1,200	1,299	1,198	1,192	1,415	+3	+8	+8
Food group.....	346	321	322	326	356	354	383	369	360	391	362	368	361	+1	+8	+9
GAF ² , total.....	290	279	332	340	363	374	378	393	388	418	375	399	592	+8	+11	+8
General merchandise group.....	158	157	188	194	208	215	210	230	221	241	208	226	362	+6	+16	+9
South Atlantic Division, total....	2,523	2,505	2,789	2,828	3,035	2,938	2,919	2,936	2,786	2,962	2,740	2,775	3,273	+8	+8	+6
Durable-goods stores.....	821	861	976	1,028	1,107	1,066	1,003	977	948	956	975	914	942	+10	-2	+1
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,928	1,872	1,916	1,959	1,838	2,006	1,765	1,861	2,331	+7	+14	+9
Food group.....	490	501	637	601	651	641	607	680	660	747	596	651	1,037	+12	+25	+13
GAF ² , total.....	250	257	328	321	345	330	311	346	323	368	315	351	579	+8	+17	+14
General merchandise group.....																
East South Central Division, total	963	982	1,092	1,114	1,195	1,144	1,129	1,117	1,103	1,159	1,093	1,075	1,248	+10	+6	+5
Nondurable-goods stores.....	628	614	677	689	749	703	713	724	712	772	698	713	856	+7	+11	+8
Food group.....	C													+7	+14	+9
GAF ² , total.....	185	184	236	236	251	235	225	243	231	259	236	246	378	+10	+10	+12
General merchandise group.....	97	97	121	124	133	123	118	126	121	138	126	135	216	+9	+10	+14
West South Central Division, total	1,704	1,684	1,821	1,867	1,968	1,912	1,965	1,866	1,798	1,902	1,835	1,790	2,054	+6	+4	+6
Durable-goods stores.....	C															+1
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,218	1,191	1,225	1,215	1,147	1,242	1,149	1,159	1,389	+5	+8	+8
Food group.....	C															+6
GAF ² , total.....	311	297	359	351	384	382	388	423	389	426	363	380	592	+13	+17	+10
General merchandise group.....	144	146	177	179	195	180	184	208	187	208	176	190	309	+14	+18	+11
Mountsin Division, total.....	765	711	762	795	837	901	907	918	848	874	912	902	1,010	-2	-4	+3
Nondurable-goods stores.....	511	484	529	527	544	575	603	610	570	589	550	566	692	-1	+7	+3
Food group.....	C															+7
GAF ² , total.....	133	129	151	150	159	164	163	177	161	169	160	167	270	+9	+6	+6
General merchandise group.....	66	66	83	84	88	89	87	98	84	91	82	91	155	+8	+11	+8
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,065	3,127	3,159	3,144	3,075	3,140	2,942	2,950	3,577	+9	+6	+1
Durable-goods stores.....	941	950	970	1,017	1,038	1,106	1,105	1,059	1,028	988	1,065	975	1,085	+8	-7	-4
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,027	2,021	2,054	2,085	2,049	2,152	1,877	1,975	2,492	+9	+14	+4
Food group.....	684	666	686	689	722	694	751	741	721	766	655	702	719	+7	+17	+6
GAF ² , total.....	557	550	630	625	659	688	661	703	701	718	666	708	1,110	+11	+8	+2

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specializing in department store type of merchandise.

(c) (c) See footnote to table 1.

Table 3. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: OCTOBER 1963 TO OCTOBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

State	1964										1963			Percentage change		
														Jan.-Oct. 1964	October 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	from-- Jan.-Oct. 1963	Oct. 1963	Sept. 1964
California.....	2,154	2,109	2,195	2,260	2,354	2,389	2,375	2,335	2,300	2,328	2,248	2,277	2,783	+8	+4	+1
Illinois.....	1,143	1,131	1,276	1,336	1,418	1,384	1,302	1,284	1,282	1,356	1,332	1,386	1,602	+7	+2	+6
Massachusetts.....	586	561	630	665	697	675	630	623	621	642	607	631	778	+5	+6	+3
Michigan.....	853	823	884	952	1,017	984	993	966	983	1,079	981	973	1,109	+7	+10	+10
New Jersey.....	697	699	802	808	869	851	820	789	773	815	780	782	920	+9	+4	+5
New York.....	1,910	1,839	2,028	2,036	2,156	2,114	2,045	2,033	2,027	2,177	2,081	2,110	2,493	+5	+5	+7
Ohio.....	986	977	1,063	1,115	1,176	1,147	1,141	1,151	1,136	1,235	1,212	1,182	1,340	+5	+2	+9
Pennsylvania.....	1,088	1,066	1,181	1,213	1,286	1,267	1,226	1,191	1,182	1,286	1,240	1,264	1,520	+3	+4	+9
Texas.....	1,010	1,021	1,113	1,129	1,192	1,161	1,200	1,141	1,101	1,159	1,107	1,074	1,228	+5	+5	+5

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: OCTOBER 1963 TO OCTOBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964										1963			Percentage change			
														Jan.-Oct. 1964 from-- Jan.-Oct. 1963	October 1964 from-- Oct. 1963		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct. ¹	Oct.	Nov.	Dec.	Jan.-Oct. 1963	Oct. 1963	Sept. 1964	
Standard Consolidated Areas ²																	
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	986	958	895	888	894	944	928	963	1,145	+6	+2	+6	
GAF ³	C														+11	+10	+11
New York-Northeastern N. Y., total.....	1,738	1,666	1,846	1,829	1,951	1,905	1,790	1,751	1,779	1,917	1,838	1,869	2,216	+5	+4	+8	
GAF ³	412	395	488	456	517	527	464	462	517	577	505	537	813	+10	+14	+12	
Standard Metropolitan Statistical Areas ²																	
Chicago, Ill., total.....	758	74	853	877	914	889	822	816	821	862	847	894	1,071	+7	+2	+5	
GAF ³							C							+10	+8	+10	
Detroit, Mich., total.....							C							+8	+16	+14	
GAF ³							C							+22	+33	+7	
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,061	1,063	1,070	1,060	1,058	1,069	1,039	1,064	1,337	+9	+3	+1	
GAF ³							C							+16	+14	+4	
New York, N. Y., total.....	1,229	1,195	1,308	1,282	1,356	1,326	1,262	1,243	1,274	1,380	1,312	1,345	1,603	+5	+5	+8	
GAF ³							C							+10	+14	+12	
Philadelphia, Pa., total.....							C							+8	+6	+8	
GAF ³							C							+11	+20	+12	

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	²	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1963 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL
AREA: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD
METROPOLITAN STATISTICAL AREA: Lake, Porter
counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL
AREA: New York City and Nassau, Rockland, Suffolk,
and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATIS-
TICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL
AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOL-
ITAN STATISTICAL AREA: Bergen and Passaic
counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and
Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties,
Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and
Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland,
Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware,
Montgomery, and Philadelphia counties, Pa.;
Burlington, Camden, and Gloucester counties,
N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS
FIRST CLASS MAIL

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii



or release
January 15, 1965

BR-64-11

Retail Sales and End-of-Month Accounts Receivable: November 1964

SALES

Total sales of all retail stores in the United States during November 1964 were estimated at \$21.7 billion, 4 percent below sales for October 1964 but 1 percent higher than November 1963. After adjustment for seasonal variations and trading day differences but not for price changes, November sales amounted to \$21.6 billion, 1 percent above October 1964 and 5 percent above November 1963. Adjusted sales of durable-goods stores in November increased 1 percent from October 1964 but remained virtually unchanged from November 1963. Adjusted sales of nondurable-goods stores in November 1964 were little changed from the previous month but increased 8 percent from November 1963.

Adjusted sales of the automotive group in November 1964 increased 5 percent from October. Sales of the furniture and appliance group increased 2 percent, while the lumber, building, hardware, farm equipment group decreased 1 percent. In the nondurable-goods stores category, month-to-month increases were reported by the general merchandise group (+2%) and food group (+1%) while month-to-month decreases were reported by eating and drinking places (-2%) and apparel group (-1%).

In the durable-goods stores category, a comparison of adjusted sales for November 1964 with those for the same month a year ago shows an increase of 12 percent for the furniture and appliance group while decreases were reported by the lumber, building, hardware, farm equipment group (-9%) and automotive group (-3%). In the nondurable-goods stores category, all major kinds-of-business groups reported sales increases over November of last year, with the general merchandise group gaining 15 percent, the apparel group 8 percent, eating and drinking places 10 percent and the food group 6 percent.

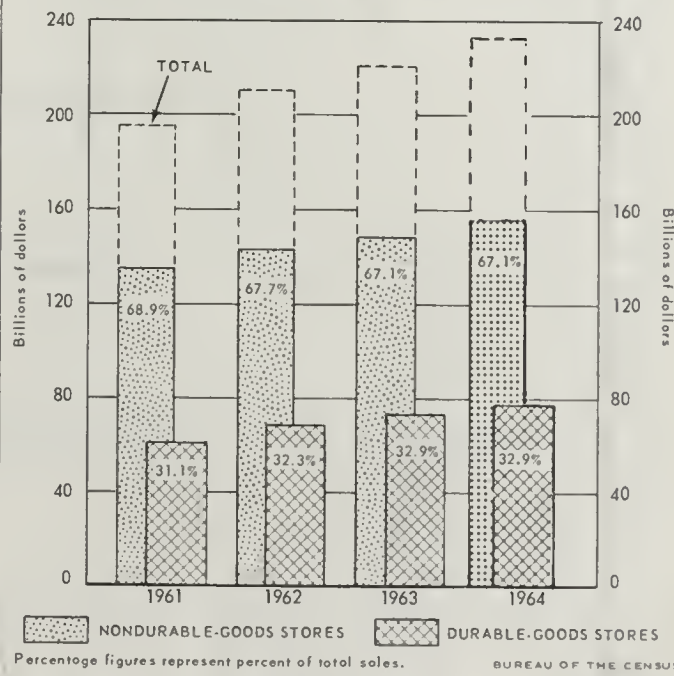
Unadjusted cumulative sales of all retail stores for the first 11 months of 1964 amounted to \$233.9 billion, 6 percent above the first 11 months of 1963. On an adjusted basis, the largest cumulative sales increases were reported by the furniture and appliance group (+13%), general merchandise group (+10%), apparel group (+8%), and eating and drinking places (+7%).

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.7 billion in total accounts receivable balances owed

SALES OF ALL RETAIL STORES — FIRST ELEVEN MONTHS-1961 THROUGH 1964

(Not adjusted for seasonal variations or trading day differences)



by customers as of November 30, 1964. Based on data not adjusted for seasonal variations or price changes, this total was virtually unchanged from the October 1964 level but was 9 percent higher than the \$14.4 billion estimated as of November 30, 1963. Increases over the same month a year ago were reported for installment accounts balances (+17%) and charge account balances (+3%).

Total receivable balances of durable-goods stores as of November 30, 1964 were 1 percent below the previous month, but were 4 percent above those outstanding at the end of November 30, 1963. Nondurable-goods stores reported a 1 percent increase in total amounts outstanding from October 31, 1964 (total) and a 14 percent increase over the total for the end of November 1963.

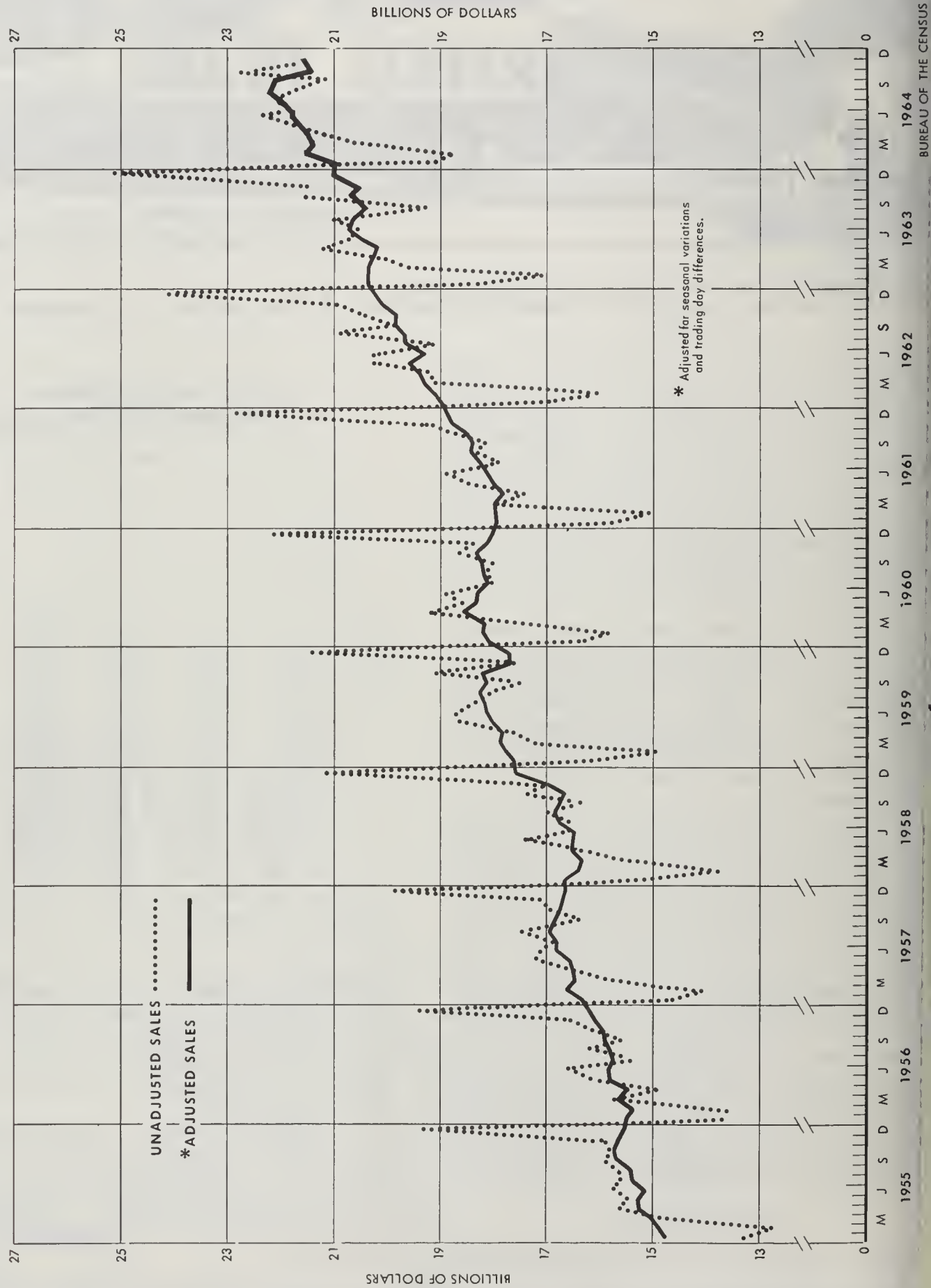


Table 1. ESTIMATED MONTHLY RETAIL SALES—UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1964

(Millions of dollars)

Kind of business	1964											1963		Total 11 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,005	21,691	21,494	25,104	233,882	221,331
Durable-goods stores, total.....	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,823	6,985	7,208	76,925	72,890
Nondurable-goods stores, total.....	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,868	14,509	17,896	156,957	148,441
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,153	5,194	56,429	53,949
Meat and poultry stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,544	4,689	4,679	51,063	48,872
Butcher markets.....	133	125	129	123	127	127	125	123	117	128	120	124	133	1,377	1,377
Dairy products stores.....	93	89	95	94	96	92	88	94	92	99	93	97	104	1,025	998
Beverage and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,565	1,486	1,533	7,740	16,538
Eating places.....	990	964	1,045	1,092	1,179	1,239	1,293	1,308	1,204	1,207	1,110	1,028	1,054	12,631	11,555
Restaurants, cafeterias, lunchrooms.....	831	811	869	895	943	983	1,026	1,047	976	989	914	855	883	10,283	9,450
Smoking places.....	446	422	440	455	471	472	503	497	467	481	455	458	479	5,109	4,983
Retail merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,001	2,728	4,399	26,653	24,261
Department stores and dry goods, general.....	1,344	1,320	1,638	1,677	1,800	1,816	1,714	1,865	1,857	2,056	2,165	1,956	3,165	19,252	17,447
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	1,590	2,625	15,654	14,058
Variety stores.....	289	313	389	361	399	395	398	421	400	430	468	414	793	4,263	3,832
Mail order houses (department store merchandise).....	140	146	178	179	173	170	158	195	189	209	262	248	307	1,999	1,817
Clothing group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,329	1,308	2,172	13,217	12,288
Men's, boys' wear stores.....	208	176	206	204	240	254	221	220	234	269	266	254	471	2,498	2,315
Men's, boys' clothing, furnishings stores.....	202	171	200	196	231	247	214	214	229	261	258	246	462	2,423	2,242
Women's apparel, accessory stores.....	407	375	502	463	506	465	427	463	497	547	528	509	834	5,180	4,759
Women's ready-to-wear stores.....	347	327	440	406	440	401	364	402	435	480	466	446	727	4,508	4,194
Family clothing stores.....	187	178	247	217	252	249	217	249	250	281	266	282	472	2,593	2,453
Shoe stores.....	177	156	266	211	233	217	195	212	235	215	208	202	295	2,325	2,192
Furniture and appliance group.....	905	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,180	1,077	1,333	11,616	10,279
Furniture, home furnishings stores.....	584	600	638	663	685	735	708	735	696	776	765	703	790	7,585	6,675
Furniture stores.....	421	425	443	478	497	543	532	552	508	569	564	509	591	5,532	4,865
Household appliance, TV, radio stores.....	321	320	335	341	358	377	390	376	392	406	415	374	543	4,031	3,604
Household appliance dealers.....	228	229	241	244	263	282	290	274	285	287	289	270	393	2,912	2,655
Auto, building, hardware, farm equipment group.....	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,240	1,340	1,185	14,391	14,343
Lumber yards, building materials dealers.....	536	542	616	721	801	879	872	823	814	871	746	771	610	8,221	8,309
Lumber yards.....	355	366	403	473	525	580	564	555	544	591	490	515	396	5,446	5,610
Hardware stores.....	176	167	182	217	246	250	237	229	231	247	251	231	308	2,433	2,339
Automotive group.....	3,677	3,684	4,058	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	3,949	3,690	44,121	42,269
Passenger car, other automotive dealers.....	3,488	3,505	3,847	4,215	4,289	4,110	3,896	3,611	3,503	3,614	3,469	3,712	3,377	41,547	39,820
Passenger car dealers.....	3,404	3,412	3,734	4,077	4,141	3,947	3,723	3,436	3,385	3,486	3,358	3,613	3,291	40,103	38,448
Passenger car dealers (franchised).....	3,116	3,128	3,429	3,768	3,809	3,648	3,437	3,157	3,124	3,193	3,077	3,330	3,054	36,886	35,157
Tire, battery, accessory dealers.....	189	179	211	238	262	277	263	242	225	244	244	237	313	2,574	2,449
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,725	1,625	1,713	18,518	17,652
Drug and proprietary stores.....	671	656	680	665	713	705	707	708	701	724	696	666	906	7,626	7,269
Drug stores.....	652	636	657	643	689	681	677	679	667	691	663	643	871	7,335	7,026
Flower stores.....	433	427	434	446	485	472	500	489	475	510	517	510	724	5,188	4,935
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	21,000	21,533	21,223	21,392	21,777	21,773	21,935	22,266	22,254	21,383	21,631	20,558	21,019	238,167	225,158
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,218	7,002	7,060	7,324	7,541	6,496	6,704	6,734	6,831	77,411	73,228
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,559	14,771	14,875	14,942	14,713	14,887	14,927	13,824	14,188	160,756	151,930
Food group.....	5,031	4,991	5,112	5,064	5,034	5,202	5,261	5,234	5,250	5,229	5,258	4,973	4,991	56,666	54,187
Meat and poultry stores.....	4,548	4,513	4,605	4,574	4,540	4,704	4,769	4,743	4,755	4,736	4,772	4,512	4,523	51,259	49,069
Butcher markets.....	1,580	1,593	1,584	1,599	1,589	1,623	1,642	1,633	1,600	1,637	1,606	1,506	1,528	17,686	16,538
Dairy products stores.....	2,481	2,592	2,489	2,514	2,589	2,620	2,686	2,734	2,591	2,664	2,718	2,355	2,474	28,678	26,019
Department stores.....	1,464	1,538	1,467	1,467	1,543	1,533	1,580	1,630	1,516	1,568	1,580	1,355	1,457	16,886	15,123
Variety stores.....	410	408	404	421	420	427	443	439	427	429	461	381	397	4,689	4,202
Mail order houses (department store mchc.).....	181	197	188	192	190	200	192	205	192	198	191	183	184	2,126	1,919
Clothing group.....	1,250	1,291	1,228	1,272	1,295	1,322	1,316	1,363	1,285	1,301	1,284	1,186	1,250	14,207	13,152
Men's, boys' wear stores.....	231	246	233	241	250	244	257	269	261	259	254	224	239	2,745	2,539
Women's apparel, accessory stores.....	497	505	477	504	502	522	509	519	504	512	506	463	482	5,557	5,078
Women's ready-to-wear stores.....	220	214	226	219	223	218	217	224	206	210	227	205	222	2,404	2,260
Family clothing stores.....	1,019	1,073	1,088	1,095	1,080	1,108	1,107	1,094	1,067	1,088	1,108	986	1,021	11,927	10,566
Furniture and appliance group.....	671	707	711	701	699	735	709	719	679	703	713	640	637	7,747	7,826
Furniture, home furnishings stores.....	348	366	377	394	381	373	398	375	388	385	395	346	384	4,180	3,740
Furniture stores.....	1,269	1,348	1,277	1,257	1,370	1,339	1,294	1,273	1,285	1,273	1,255	1,381	1,289	14,240	14,241
Household appliance, TV, radio stores.....	730	779	727	707	754	765	732	711	729	741	724	754	716	8,099	8,181
Household appliance dealers.....	219	228	209	205	220	227	222	227	237	244	260	240	236	2,496	2,410
Automotive group.....	3,951	4,162	3,894	4,026	4,126	3,885	3,989	4,259	4,531	3,495	3,685	3,791	3,935	44,003	42,000
Passenger car, other automotive dealers.....	3,711	3,925	3,646	3,788	3,880	3,645	3,755	4,025	4,301	3,265	3,426	3,556	3,685	41,367	39,510
Passenger car dealers.....	240	237	248	238	246	240	234	234	230	259	259	235	250	2,636	2,490
Tire, battery, accessory dealers.....	1,638	1,641	1,629	1,674	1,670	1,683	1,701	1,690	1,695	1,722	1,754	1,638	1,681	18,495	17,490
Gasoline service stations.....	694	666	702	689	713	721	726	722	734	739	731	677	694	7,837	7,447
Drug and proprietary stores.....	471	482	491	486	495	503	495	494	499	503	508	473	483	5,227	5,100
Drug stores.....															

Preliminary estimates, see Explanatory Material, page 14.

Includes men's, boys' clothing, furnishings stores and custom tailors.

Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.

Includes both franchised and nonfranchised car dealers.

Note: United States totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 9.

Table 2. PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	November 1964 from--		11 mos. 1964 from 11 mos. 1963		November 1964 from--		11 mos. 1964 from 11 mos. 1963
	Nov. 1963	Oct. 1964			Nov. 1963	Oct. 1964	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+1	-4	+6	Furniture and appliance group.....	+10	0	+13
Durable-goods stores, total.....	-2	-4	+6	Furniture stores.....	+11	-1	+14
Nondurable-goods stores, total.....	+2	-4	+6	Floor coverings stores*.....	+2	-2	+15
Food group.....	-3	-9	+5	Household appliance, TV, radio stores.....	+11	+2	+12
Grocery stores.....	-3	-10	+4	Household appliance stores.....	+7	+1	+10
Meat markets.....	-3	-6	0	TV, radio stores*.....	+20	+6	+17
Fruit stores, vegetable markets*.....	-8	+3	0	Lumber, building, hardware, farm equipment group.....	-7	-14	0
Candy, nut, confectionery stores*.....	+10	-5	+4	Lumber, building materials dealers.....	-3	-14	-1
Bakery products stores.....	-4	-6	+3	Lumber yards.....	-5	-17	-3
Delicatessen stores*.....	+12	-3	+3	Paint, glass, wallpaper stores*.....	-2	-9	+2
Eating and drinking places.....	+5	-7	+7	Heating and plumbing equipment dealers*.....	-33	-10	-11
Eating places.....	+8	-8	+9	Hardware stores.....	+9	+2	+4
Restaurants, cafeterias, lunchrooms.....	+7	-8	+9	Farm equipment dealers*.....	-28	-27	+1
Drinking places.....	-1	-5	+3	Automotive group.....	-6	-4	+4
General merchandise group.....	+10	+7	+10	Passenger car dealers.....	-7	-4	+4
Department stores and dry goods, general merchandise stores.....	+11	+5	+10	Passenger car dealers (franchised).....	-8	-4	+5
Department stores.....	+11	+6	+11	Tire, battery, accessory dealers.....	+3	0	+5
Variety stores.....	+13	+9	+11	Gasoline service stations.....	+6	-2	+5
Mail order houses (department store merchandise).....	+6	+25	+10	Fuel fuel oil dealers*.....	+11	+12	+4
Apparel group.....	+2	-3	+8	Fuel dealers, except fuel oil*.....	+14	+7	+5
Men's, boys' clothing, furnishings stores.....	+5	-1	+8	Fuel oil dealers*.....	+10	+16	+4
Men's, boys' clothing stores*.....	+6	0	+7	Drug and proprietary stores.....	+5	-4	+5
Men's, boys' furnishings stores*.....	+2	-6	+14	Drug stores.....	+3	-4	+4
Women's ready-to-wear stores.....	+4	-3	+7	Liquor stores.....	+1	+1	+5
Family clothing stores.....	-6	-5	+6	Jewelry stores*.....	+8	+13	+9
Women's apparel, accessory, specialty stores*.....	+2	-6	+20	Florists*.....	+3	-3	+6
Shoe stores.....	+3	-3	+6	Book stores*.....	+7	+7	NA
				Stationery stores*.....	-14	-6	-1
				Music stores*.....	+35	+17	+17
				Camera, photographic supply stores*.....	+3	0	+4
				Optical goods stores*.....	+13	-6	+13
				Typewriter stores*.....	-21	-8	-10

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+5	+1	+6	Furniture and appliance group.....	+12	+2	+13
Durable-goods stores, total.....	0	+3	+6	Furniture, home furnishings stores.....	+11	+1	+13
Nondurable-goods stores, total.....	+8	0	+6	Household appliance, TV, radio stores.....	+14	+3	+12
Food group.....	+6	+1	+5	Lumber, building, hardware, farm equipment group.....	-9	-1	0
Grocery stores.....	+6	+1	+4	Lumber, building materials dealers.....	-4	-2	-1
Eating and drinking places.....	+7	-2	+7	Hardware stores.....	+8	+7	+4
General merchandise group.....	+15	+2	+10	Automotive group.....	-3	+5	+5
Department stores.....	+17	+1	+12	Passenger car and other automotive dealers....	-4	+5	+5
Variety stores.....	+21	+7	+12	Tire, battery, accessory dealers.....	+10	+13	+6
Mail order houses (department store merchandise).....	+4	-4	+11	Gasoline service stations.....	+7	+2	+5
Apparel group.....	+8	-1	+8	Drug and proprietary stores.....	+8	-1	+5
Men's, boys' wear stores.....	+13	-2	+8	Liquor stores.....	+7	+1	+5
Women's apparel, accessory stores.....	+9	-1	+9				
Shoe stores.....	+11	+8	+6				

* See Explanatory Materials, page 15.

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 9, for kinds of business without an asterisk. For kinds of business with asterisk, see table 9, page 9.

NA Not available.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1964

(Millions of dollars)

Kind of business	1964											1963		Total 11 mos.	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,478	4,330	4,859	4,858	5,233	5,107	5,169	5,202	5,133	5,637	5,451	5,364	6,943	55,457	51,337
Durable-goods stores, total.....	310	315	359	390	421	450	457	444	438	436	452	411	501	4,472	3,968
Nondurable-goods stores, total.....	4,168	4,015	4,500	4,468	4,812	4,657	4,712	4,758	4,695	5,201	4,999	4,953	6,442	50,985	47,369
Food group.....	2,139	2,035	2,026	2,028	2,184	2,041	2,219	2,082	2,063	2,359	2,041	2,192	2,142	23,217	22,215
Grocery stores.....	2,086	1,982	1,970	2,028	2,125	1,981	2,158	2,021	1,999	2,293	1,981	2,140	2,081	22,571	21,611
Eating and drinking places.....	102	100	111	111	120	131	134	138	129	127	120	105	107	1,323	1,146
General merchandise group.....	1,262	1,246	1,564	1,592	1,696	1,698	1,605	1,756	1,717	1,877	2,004	1,843	2,995	18,017	16,023
Department stores and dry goods, general merchandise stores.....	909	871	1,105	1,148	1,232	1,232	1,155	1,261	1,243	1,360	1,426	1,307	2,113	12,942	11,450
Department stores.....	790	763	968	1,002	1,074	1,075	1,003	1,089	1,079	1,182	1,247	1,137	1,850	11,272	9,967
Variety stores.....	216	238	304	281	306	304	299	320	305	330	350	321	611	3,253	2,931
Apparel group.....	247	228	365	304	350	335	292	329	341	361	367	348	567	3,519	3,229
Men's, boys' wear stores ²	26	22	29	26	33	32	26	25	28	36	37	34	60	320	295
Women's apparel, accessory stores ³	97	95	147	132	148	144	125	143	140	153	161	152	246	1,485	1,361
Women's ready-to-wear stores.....	89	88	135	122	136	132	114	133	130	141	150	141	226	1,370	1,255
Shoe stores.....	73	66	119	86	100	94	82	91	103	90	91	83	133	995	921
Furniture and appliance group.....	78	83	96	92	103	105	103	104	108	111	117	108	128	1,100	987
Tire, battery, accessory dealers.....	75	72	82	96	106	115	108	101	93	104	102	94	132	1,054	966
Drug and proprietary stores.....	140	138	148	141	152	152	153	151	154	160	155	143	226	1,489	1,502
Liquor stores.....	91	93	98	97	102	97	100	103	100	112	114	111	171	1,107	1,062

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,089	5,111	5,126	5,105	5,165	5,240	5,311	5,366	5,296	5,309	5,382	4,922	5,043	57,500	53,048
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	2,066	2,084	2,083	2,105	2,113	2,110	2,015	2,017	22,704	21,699
Eating and drinking places.....	111	110	112	112	115	127	126	130	125	123	122	105	106	1,313	1,145
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,759	1,791	1,830	1,755	1,783	1,830	1,600	1,674	19,396	17,166
Department stores.....	1,057	1,090	1,075	1,049	1,110	1,087	1,124	1,154	1,093	1,113	1,147	993	1,050	12,099	10,632
Variety stores.....	318	318	319	329	320	324	329	328	327	325	344	296	305	3,581	3,219
Apparel group.....	336	337	326	343	348	349	351	369	337	341	349	310	326	3,786	3,453
Men's, boys' wear stores ²	31	33	29	31	34	32	33	33	33	33	32	27	29	354	326
Women's apparel, accessory stores ³	139	140	136	151	146	153	149	156	142	144	149	135	137	1,605	1,463
Shoe stores.....	94	90	98	91	95	91	96	103	92	90	100	83	92	1,040	957
Tire, battery, accessory dealers.....	99	98	96	96	99	100	96	100	97	100	106	92	99	1,087	992
Drug and proprietary stores.....	152	148	157	147	157	156	161	158	165	167	160	144	147	1,728	1,581

¹ Based on weekly sales figures converted to calendar month totals. November 1964 weekly sales (in millions of dollars) were as follows: For week ending Nov. 7 = 487; Nov. 14 = 483; Nov. 21 = 493; Nov. 28 = 481.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1964

(Millions of dollars)

Kind of business	1964											1963		Total 11 mos.	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	1964	1963
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	5,328	5,143	5,773	5,819	6,253	6,109	6,157	6,230	6,186	6,766	6,547	6,411	8,239	66,311	61,513
Food group.....	2,413	2,288	2,273	2,272	2,444	2,292	2,503	2,384	2,358	2,679	2,346	2,477	2,431	26,252	25,173
Grocery stores.....	2,334	2,211	2,190	2,192	2,359	2,206	2,413	2,290	2,262	2,580	2,254	2,401	2,343	25,291	24,323
Eating and drinking places.....	148	139	156	158	171	190	196	200	187	191	181	165	163	1,911	1,701
General merchandise group.....	1,372	1,368	1,708	1,734	1,849	1,860	1,731	1,896	1,858	2,035	2,187	2,019	3,275	19,598	17,632
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,277	1,369	1,382	1,267	1,385	1,370	1,403	1,575	1,455	2,349	14,345	12,777
Department stores.....	861	843	1,065	1,100	1,178	1,190	1,085	1,182	1,180	1,296	1,368	1,244	2,029	12,348	10,907
Drug and proprietary stores.....	165	162	172	163	180	182	185	187	188	193	189	172	266	1,964	1,816

¹ Preliminary estimates, see Explanatory Material, page 14.

Note: United States and group totals include kinds of business not shown separately.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about one week after the release date of this report.

Table 5. PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES; NOVEMBER 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences.)

Area	Percentage change in sales			Area	Percentage change in sales		
	November 1964 from--		11 mos. 1964 from 11 mos. 1963		November 1964 from--		11 mos. 1964 from 11 mos. 1963
	November 1963	October 1964			November 1963	October 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+7	+7	+8
				New York City.....	+8	+1	+10
				Newark, N. J.....	+1	+4	+3
Akron, Ohio.....	+12	+12	+9	Norfolk-Portsmouth, Va.....	+2	+8	+10
Albany-Schenectady-Troy, N. Y.....	NA	NA	NA	Oklahoma City, Okla.....	0	+1	+4
Asheville, N. C.....	+9	0	+5	Omaha, Nebr.....	+6	+7	+6
Atlanta, Ga.....	+12	+9	+12	Peoria, Ill.....	+9	+4	+4
Augusta, Ga.....	+5	-2	+8	Philadelphia, Pa.....	+15	+27	+10
				Phoenix, Ariz.....	NA	NA	NA
Baltimore, Md.....	+8	-1	+9	Pittsburgh, Pa.....	+5	+8	+8
Baton Rouge, La.....	+9	+22	+5				
Binghamton, N. Y.....	+2	+7	+9	Portland, Oreg.....	+6	+9	+5
Birmingham, Ala.....	+5	+13	+5	Reading, Pa.....	+12	+35	+10
Boston, Mass.....	+11	+12	+6	Richmond, Va.....	+5	+13	+7
				Rochester, N. Y.....	+10	+1	+5
Buffalo, N. Y.....	+12	+6	+9	Sacramento, Calif.....	+5	+12	+14
Canton, Ohio.....	+11	NA	+8	St. Louis, Mo.....	+6	+1	+9
Chattanooga, Tenn.....	+7	+6	+9	Salt Lake City, Utah.....	+8	+11	+5
Chicago, Ill.....	+7	+3	+11	San Antonio, Tex.....	+15	+11	+12
Cincinnati, Ohio.....	+2	+14	+7	San Bernardino, Calif.....	NA	NA	NA
				San Diego, Calif.....	+10	+18	+9
Cleveland, Ohio.....	+5	+6	+7	Savannah, Ga.....	+3	-2	+8
Columbus, Ga.....	NA	NA	NA	Seattle, Wash.....	+4	+10	+2
Columbus, Ohio.....	+12	+17	+8	Shreveport, La.....	+1	+10	+4
Corpus Christi, Tex.....	+2	-4	+6	South Bend, Ind.....	-1	+3	+1
Dallas, Tex.....	+9	+4	+10	Spokane, Wash.....	+5	-13	+4
				Springfield, Mo.....	+6	+10	+9
Denver, Colo.....	+5	+5	+6	Springfield, Ohio.....	+12	+19	+9
Des Moines, Iowa.....	+11	+4	+9	Syracuse, N. Y.....	+14	+7	+5
Detroit, Mich.....	+17	+12	+17	Tacoma, Wash.....	+17	+6	+9
El Paso, Tex.....	+4	-4	+9	Tampa-St. Petersburg, Fla.....	-2	+7	+5
Erie, Pa.....	+14	+15	+7				
Evansville, Ind.....	NA	NA	NA	Toledo, Ohio.....	+10	+24	+8
Flint, Mich.....	+8	+17	+10	Trenton, N. J.....	+10	+19	+12
Fort Wayne, Ind.....	+7	-3	+5	Tulsa, Okla.....	+9	+6	+9
Fort Worth, Tex.....	NA	NA	NA	Utica-Rome, N. Y.....	NA	NA	NA
Grand Rapids, Mich.....	+1	+8	+6	Waco, Tex.....	+3	-2	+10
				Washington, D. C.....	+11	+4	+15
Houston, Tex.....	+19	+12	+16	Wheeling, W. Va.....	+20	+42	+5
Indianapolis, Ind.....	+8	+8	+2	Wichita, Kan.....	+7	+2	+8
Jacksonville, Fla.....	+3	-6	+15	Worcester, Mass.....	+12	+15	+7
Kansas City, Mo.....	+7	+3	+7	Youngstown, Ohio.....	+15	+12	+11
Knoxville, Tenn.....	+7	0	+6				
				CITIES			
Lancaster, Pa.....	+3	+19	+7	Bridgeport, Conn.....	-9	+6	-1
Lexington, Ky.....	+3	+5	+8	Bristol, Tenn.-Va.....	+2	+4	+4
Los Angeles, Long Beach, Calif.....	+15	+20	+11	Duluth, Minn.-Superior, Wia.....	+3	0	+6
Louisville, Ky.....	+9	+10	+9	Minneapolis, Minn.....	+8	-6	+9
Macon, Ga.....	+8	+10	+5	Oakland-Berkeley, Calif.....	+10	+18	-1
				Portsmouth, Ohio.....	+11	+16	+6
Memphis, Tenn.....	+2	+4	+6	Rome, Ga.....	+5	+10	+7
Miami, Fla.....	+9	-5	+11	St. Paul, Minn.....	+11	0	+16
Milwaukee, Wis.....	+3	+11	+5	San Francisco, Calif.....	+7	+8	+5
Mobile, Ala.....	-5	+6	+3	Springfield, Mass.....	NA	NA	NA
New Orleans, La.....	+7	+13	+9				

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

Table 6. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964											1963		Percentage change, Nov. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Nov. 1963	Oct. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,628	14,123	14,335	14,638	15,197	15,140	15,334	15,412	15,569	15,662	15,725	14,361	15,484	+9	0
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,491	6,647	6,691	6,724	6,833	6,799	6,734	6,456	6,626	+4	-1
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,706	8,493	8,643	8,688	8,736	8,863	8,991	7,905	8,858	+14	+1
Food group.....	352	346	344	336	335	338	351	365	368	355	351	348	354	+1	-1
Grocery stores.....	288	283	290	282	286	291	297	299	308	296	292	289	293	+1	-1
Eating and drinking places.....	84	85	86	87	89	91	78	81	79	96	97	84	89	+15	+1
General merchandise group.....	4,943	4,723	4,792	4,912	5,121	5,083	5,330	5,414	5,473	5,573	5,694	4,762	5,423	+20	+2
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	3,897	3,915	4,113	4,177	4,216	4,293	4,367	3,641	4,164	+20	+2
Department stores.....	3,385	3,167	3,241	3,343	3,462	3,475	3,630	3,690	3,726	3,808	3,855	3,240	3,730	+19	+1
Mail order houses (department store mdse.)....	972	960	977	983	1,039	984	1,013	1,041	1,044	1,076	1,109	952	1,062	+16	+3
Apparel group.....	1,062	962	986	986	1,006	994	1,000	1,007	1,044	1,083	1,109	953	1,186	+16	+2
Women's ready-to-wear stores.....	454	424	459	465	457	438	419	422	442	464	470	421	512	+12	+1
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,104	2,111	2,202	2,251	2,312	2,323	2,367	2,061	2,278	+15	+2
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,587	1,595	1,696	1,760	1,781	1,783	1,821	1,551	1,716	+17	+2
Furniture stores.....	1,511	1,457	1,411	1,405	1,442	1,434	1,546	1,606	1,615	1,601	1,633	1,394	1,532	+17	+2
Household appliance, TV, radio stores.....	523	523	524	499	517	516	506	491	531	540	546	510	562	+7	+1
Household appliance dealers.....	461	459	461	437	457	452	446	431	438	452	457	446	490	+2	+1
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,682	1,810	1,960	1,968	1,965	1,940	1,948	1,984	1,840	1,932	1,778	-5	-7
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,384	1,356	1,356	1,355	1,392	1,392	1,296	1,441	1,300	-10	-7
Lumber yards.....	883	873	857	945	1,003	963	965	960	965	985	906	1,046	948	-13	-8
Automotive group.....	1,481	1,442	1,460	1,488	1,553	1,610	1,590	1,614	1,630	1,539	1,578	1,538	1,560	+3	+3
Passenger car dealers ³	992	955	954	997	1,002	1,005	985	1,031	1,052	992	1,035	1,028	1,048	+1	+4
Passenger car dealers (franchised).....	914	881	887	909	920	930	912	956	980	919	963	947	980	+1	+5
Tire, battery, accessory dealers.....	462	460	472	465	521	571	552	528	517	497	495	482	479	+3	0
Gasoline service stations.....	451	439	461	457	465	470	460	461	458	460	452	469	442	-4	-2
Other retail stores.....	2,394	2,352	2,423	2,507	2,564	2,475	2,358	2,279	2,257	2,249	2,237	2,214	2,374	+1	-1
CHARGE ACCOUNTS															
United States, total.....	7,409	7,126	7,221	7,431	7,718	7,594	7,535	7,502	7,555	7,584	7,583	7,381	7,826	+3	0
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,582	3,657	3,670	3,653	3,720	3,706	3,642	3,658	3,622	0	-2
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,136	3,937	3,865	3,849	3,835	3,878	3,941	3,723	4,204	+6	+2
Food group.....	341	334	333	326	322	325	337	353	356	344	342	336	342	+2	-1
General merchandise group.....	1,039	958	916	905	959	928	965	956	951	972	1,028	910	1,160	+13	+6
Department stores and dry goods, general merchandise stores.....	950	871	835	823	868	824	848	846	838	867	921	819	1,065	+12	+6
Department stores.....	844	765	721	705	751	708	718	717	697	732	770	710	950	+8	+5
Apparel group.....	748	666	689	694	708	705	702	714	748	780	804	697	873	+15	+3
Furniture and appliance group.....	667	648	639	634	655	669	716	729	767	784	806	677	760	+19	+3
Furniture, home furnishings stores.....	486	466	461	478	496	508	556	579	615	621	639	498	562	+28	+3
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,490	1,625	1,760	1,775	1,770	1,751	1,741	1,785	1,664	1,761	1,606	-6	-7
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,328	1,308	1,297	1,289	1,290	1,320	1,240	1,386	1,246	-11	-6
Lumber yards.....	848	840	822	910	970	936	932	921	919	942	878	1,009	911	-13	-7
Automotive group.....	882	858	849	855	899	915	891	893	921	864	895	884	902	+1	+4
Passenger car dealers (franchised).....	641	620	607	624	632	637	613	624	652	612	653	638	662	+2	+7
Gasoline service stations.....	439	430	447	444	452	457	449	451	449	450	442	455	429	-3	-2
INSTALLMENT ACCOUNTS															
United States, total.....	7,219	6,997	7,114	7,207	7,479	7,546	7,799	7,910	8,014	8,078	8,142	6,980	7,658	+17	+1
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,909	2,990	3,021	3,071	3,113	3,093	3,092	2,798	3,004	+11	0
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,570	4,556	4,778	4,839	4,901	4,985	5,050	4,182	4,654	+21	+1
General merchandise group.....	3,904	3,765	3,876	4,007	4,162	4,155	4,365	4,458	4,522	4,601	4,666	3,852	4,263	+21	+1
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,029	3,091	3,265	3,331	3,378	3,426	3,446	2,822	3,099	+22	+1
Department stores.....	2,541	2,402	2,520	2,638	2,711	2,767	2,912	2,973	3,029	3,076	3,085	2,530	2,780	+22	+1
Apparel group.....	314	296	297	292	298	289	298	293	296	303	305	256	313	+19	+1
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,449	1,442	1,486	1,522	1,545	1,539	1,561	1,384	1,518	+13	+1
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,091	1,087	1,140	1,181	1,166	1,162	1,182	1,053	1,154	+12	+2
Household appliance, TV, radio stores.....	343	341	346	343	358	355	345	341	379	377	379	331	364	+15	+1
Lumber, building, hardware, farm equip. group..	166	179	192	185	200	193	195	189	207	199	176	171	172	+3	-1
Automotive group.....	599	584	611	633	654	695	699	721	709	675	683	654	658	+4	+1
Tire, battery, accessory dealers.....	267	265	271	278	300	344	339	325	319	303	344	276	282	+11	+1

¹ Preliminary estimates, see Explanatory Material, page 14.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.³ Includes both franchised and nonfranchised car dealers.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 10.

Table 7. ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS—UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1964

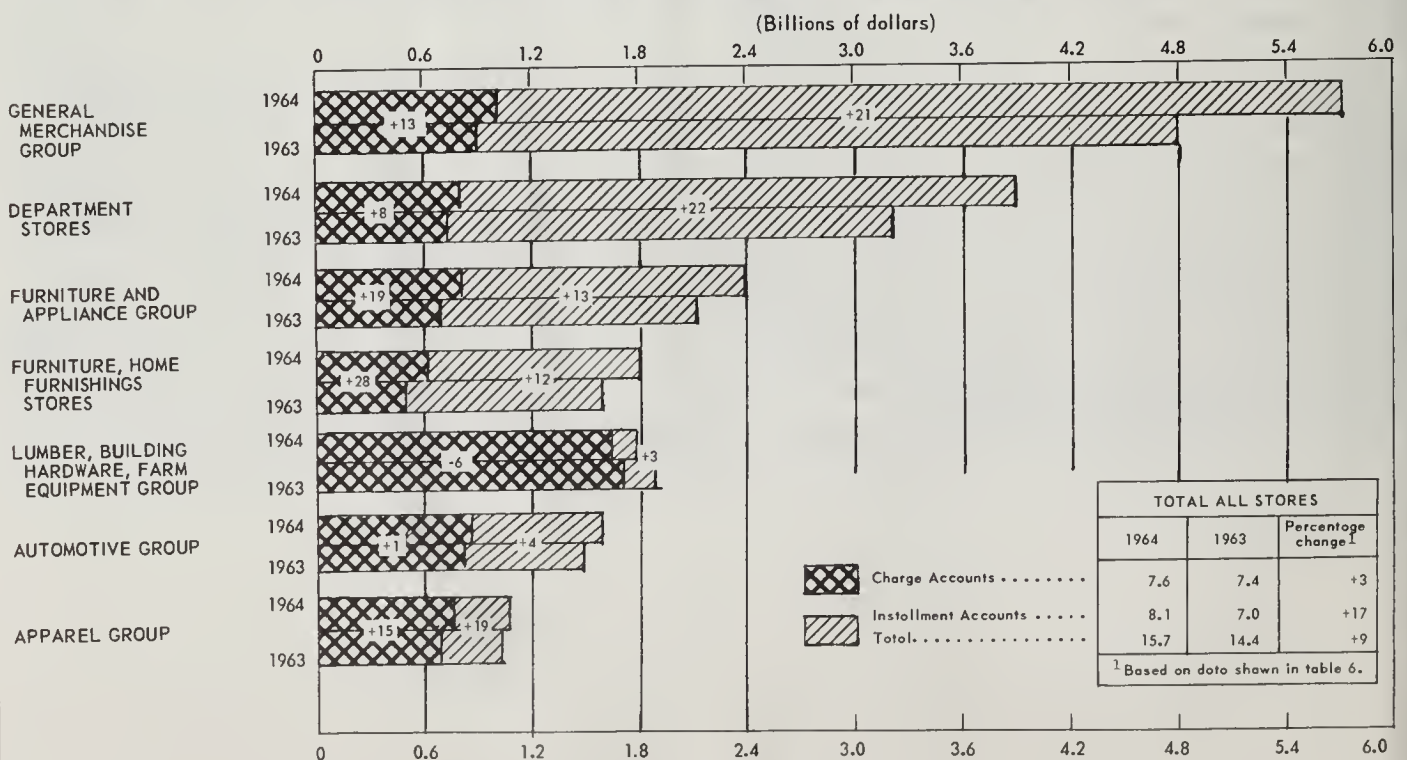
(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964												1963		Percentage change Nov. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Nov. 1963	Oct. 1964	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	5,207	5,012	5,078	5,177	5,377	5,468	5,495	5,560	5,662	5,814	5,923	5,072	5,591	+17	+2	
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,200	1,262	1,257	1,257	1,286	1,302	1,285	1,186	1,222	+8	-1	
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,177	4,206	4,238	4,303	4,376	4,512	4,638	3,886	4,369	+19	+3	
General merchandise group.....	3,587	3,433	3,495	3,595	3,749	3,769	3,801	3,875	3,931	4,047	4,161	3,488	3,904	+19	+3	
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	2,910	2,954	2,988	3,053	3,098	3,189	3,278	2,744	3,095	+19	+3	
Department stores.....	2,524	2,369	2,449	2,533	2,606	2,646	2,676	2,730	2,771	2,858	2,934	2,455	2,779	+20	+3	
Apparel group.....	264	247	250	253	248	257	260	247	251	272	284	235	294	+21	+4	
Furniture and appliance group.....	365	368	374	358	361	358	364	368	377	382	384	349	375	+10	+1	
Tire, battery, accessory dealers.....	270	268	273	283	302	338	345	336	337	335	337	282	288	+20	+1	
CHARGE ACCOUNTS																
United States, total.....	1,055	983	956	940	995	1,012	991	972	981	1,022	1,033	975	1,116	+6	+1	
Durable-goods stores, total.....	309	290	290	305	313	336	338	335	344	346	342	350	331	-2	-1	
Nondurable-goods stores, total.....	746	693	666	635	682	676	653	637	637	676	691	625	785	+11	+2	
General merchandise group.....	457	411	381	360	401	391	368	350	339	365	373	368	489	+1	+2	
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	335	314	301	292	317	327	329	449	-1	+3	
Department stores.....	383	344	315	293	326	306	285	271	267	293	303	302	418	0	+3	
Apparel group.....	125	116	118	118	119	124	125	122	120	132	139	107	138	+30	+5	
Furniture and appliance group.....	41	44	44	42	39	41	42	40	45	47	44	40	43	+10	-6	
INSTALLMENT ACCOUNTS																
United States, total.....	4,152	4,029	4,122	4,237	4,382	4,456	4,504	4,588	4,681	4,792	4,890	4,097	4,475	+19	+2	
Durable-goods stores, total.....	871	863	862	854	887	926	919	922	942	956	943	836	891	+13	-1	
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,495	3,530	3,585	3,666	3,739	3,836	3,947	3,261	3,584	+21	+3	
General merchandise group.....	3,130	3,022	3,114	3,235	3,348	3,378	3,433	3,525	3,592	3,682	3,788	3,120	3,415	+21	+3	
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,555	2,619	2,674	2,752	2,806	2,872	2,951	2,415	2,646	+22	+3	
Department stores.....	2,141	2,025	2,134	2,240	2,280	2,340	2,391	2,459	2,504	2,565	2,631	2,153	2,361	+22	+3	
Apparel group.....	139	131	132	135	129	133	135	125	131	140	145	128	156	+13	+4	
Furniture and appliance group.....	324	324	330	316	322	317	322	328	332	335	340	309	332	+10	+1	

¹ Preliminary estimates, see Explanatory material, page 14.

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 11.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS—NOVEMBER 1964 AND NOVEMBER 1963



NOTE: 1964 data are based on preliminary estimates while 1963 data are based on final estimates.

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.9	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

² Sampling error is less than 0.1 percent.¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

Table 9. RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR TWO CONSECUTIVE MONTHS¹--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Deli-casess stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

NA Not available.

¹ The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 15.

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960.

Table 10. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change, ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	1
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	1
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	1
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	1
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	1
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	0
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 14.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the two months.

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

Table 11. RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(2)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(2)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(2)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(2)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(2)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(2)-1.4	(2)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.1	(2)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(2)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(2)-0.2	(2)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(2)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(2)-0.1	(2)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(2)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(2)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first twelve months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

I. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

1. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

2. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

3. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

4. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in Table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in Table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in Table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

I. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group, the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 6

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 6 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (Table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (Table 7) are subject to sampling variability (see Table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 16, presents the combined seasonal and trading day adjustment factors by kind of business for the period July 1962 to May 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in Table 13, p. 17. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12. COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS--SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES--JANUARY 1963--DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4
Nondurable-goods stores, total..	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.4	100.1	104.9	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	99.7	97.2	95.4	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.2	96.6	106.2	95.2	106.8
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	93.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	NA
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	NA
Tire, battery, accessory dealers..	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	73.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	95.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	91.9	88.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	96.7	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	98.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	176.2	74.7	70.0	90.0	95.5	96.8	98.9	98.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	98.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	101.6	101.8	204.6	
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.	69.9	65.0	97.2	103.3	103.0	99.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.0	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	95.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in Tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA Not available.

Table 13. AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.77	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.29
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{O} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

—
OFFICIAL BUSINESS

FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0



For release
January 18, 1965

BR-64-11 Supp.

Retail Sales: November 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, JANUARY-NOVEMBER 1964 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences)



DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: NOVEMBER 1963 TO NOVEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1964												1963			Percentage change		
													Jan.-Nov. 1964 from--		Nov. 1964 from--			
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Jan.-Nov. 1963	Nov. 1963	Oct. 1964		
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,605	21,691	21,494	25,104	+6	+1	-4		
Durable-goods stores, total...	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,823	6,985	7,208	+6	-2	-4		
Nondurable-goods stores, total.	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,868	14,509	17,896	+6	+2	-4		
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,153	5,194	+5	-3	-9		
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,544	4,689	4,679	+4	-3	-10		
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,565	1,486	1,533	+7	+5	-7		
GAFF ² , total.....	3,803	3,722	4,559	4,454	4,804	4,841	4,596	4,911	4,927	5,359	5,510	5,113	7,904	+10	+8	+3		
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,001	2,728	4,399	+10	+10	+7		
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	1,590	2,625	+11	+11	+6		
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,329	1,308	2,172	+8	+2	-3		
Furniture and appliance group...	905	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,180	1,077	1,333	+13	+10	0		
Lumber,bldg.,hdwe.,farm equip. grp.	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,240	1,340	1,185	0	-7	-14		
Automotive group.....	3,677	3,684	4,059	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	3,949	3,690	+4	-6	-4		
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,725	1,625	1,713	+5	+6	-2		
Drug and proprietary storea.....	671	656	680	665	713	705	707	708	701	724	696	666	906	+5	+5	-4		
THE NORTHEASTERN STATES, TOTAL....	4,933	4,766	5,283	5,370	5,734	5,671	5,508	5,435	5,362	5,673	5,552	5,492	6,595	+5	+1	-2		
Durable-goods stores, total...	1,356	1,348	1,553	1,714	1,817	1,775	1,605	1,587	1,498	1,553	1,582	1,595	1,685	+5	-1	+2		
Nondurable-goods stores, total.	3,577	3,418	3,730	3,656	3,917	3,896	3,903	3,848	3,864	4,120	3,970	3,897	4,910	+5	+2	-4		
Food group.....	1,435	1,373	1,385	1,381	1,484	1,450	1,564	1,470	1,438	1,552	1,402	1,426	1,459	+5	-2	-10		
Grocery stores.....	1,208	1,152	1,152	1,159	1,249	1,217	1,324	1,237	1,204	1,310	1,173	1,196	1,205	+6	-2	-10		
Eating and drinking places.....	423	409	447	466	508	528	542	541	500	500	462	454	467	+5	+2	-8		
GAFF ² , total.....	1,036	997	1,246	1,181	1,314	1,338	1,209	1,261	1,348	1,464	1,508	1,413	2,208	+8	+7	+3		
General merchandise group.....	447	435	537	529	585	608	567	598	635	695	744	674	1,106	+9	+10	+7		
Department stores.....	280	263	333	330	368	383	345	364	402	440	468	409	697	+11	+14	+6		
Apparel group.....	340	306	439	376	435	430	343	367	419	443	427	425	700	+7	0	-4		
Furniture and appliance group...	C												+9	+7	+3			
Lumber,bldg.,hdwe.,farm equip. grp.	C														-12			
Gasoline service stations.....	284	276	301	307	325	327	342	338	314	317	308	300	308	+5	+3	-3		
Drug and proprietary stores.....	153	146	151	146	152	160	160	157	161	166	160	154	203	+3	+4	-4		
THE NORTH CENTRAL STATES, TOTAL....	5,516	5,397	5,872	6,254	6,674	6,549	6,558	6,362	6,341	6,885	6,521	6,510	7,347	+5	0	-5		
Durable-goods stores, total...	1,713	1,737	1,918	2,198	2,242	2,284	2,226	2,036	2,101	2,254	2,106	2,172	2,121	+4	-3	-7		
Nondurable-goods stores, total.	3,803	3,660	3,954	4,056	4,432	4,265	4,332	4,326	4,240	4,631	4,415	4,338	5,226	+5	+2	-5		
Food group.....	1,390	1,360	1,356	1,359	1,472	1,428	1,509	1,470	1,406	1,536	1,384	1,449	1,446	+4	-4	-10		
Grocery stores.....	1,276	1,253	1,246	1,248	1,349	1,302	1,386	1,345	1,288	1,412	1,267	1,329	1,319	+4	-5	-10		
Eating and drinking places.....	436	410	440	458	493	510	538	544	505	520	477	450	452	+8	+6	-8		
GAFF ² , total.....	1,091	1,064	1,300	1,310	1,386	1,393	1,343	1,424	1,438	1,576	1,641	1,548	2,309	+9	+6	+4		
General merchandise group.....	585	590	724	735	785	796	749	824	817	896	962	887	1,386	+10	+8	+7		
Department stores.....	342	337	419	444	468	476	434	480	487	532	551	512	832	+12	+8	+4		
Apparel group.....	259	227	307	295	327	298	286	299	325	357	356	351	553	+7	+1	0		
Furniture and appliance group...	247	247	269	280	274	299	308	301	296	323	323	310	370	+10	+4	0		
Lumber,bldg.,hdwe.,farm equip. grp.	350	348	401	489	533	571	557	514	555	580	465	536	467	0	-13	-20		
Automotive group.....	977	993	1,103	1,291	1,285	1,250	1,207	1,059	1,061	1,176	1,129	1,157	1,030	+3	-2	-4		
Gasoline service stations.....	501	475	502	521	551	542	576	566	546	583	567	529	570	+4	+7	-3		
Drug and proprietary stores.....	205	197	198	191	214	205	213	212	214	227	214	209	278	+5	+2	-6		
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,198	5,994	6,013	5,919	5,687	6,038	5,749	5,640	6,575	+7	+2	-5		
Durable-goods stores, total...	1,767	1,860	2,067	2,163	2,303	2,228	2,159	2,021	1,990	2,028	1,895	1,907	1,999	+9	-1	-7		
Nondurable-goods stores, total.	3,423	3,311	3,635	3,646	3,895	3,766	3,855	3,898	3,697	4,010	3,854	3,733	4,576	+6	+3	-4		
Food group.....	1,308	1,255	1,266	1,282	1,373	1,352	1,456	1,403	1,341	1,469	1,346	1,364	1,357	+4	-1	-8		
Grocery stores.....	1,247	1,196	1,201	1,212	1,304	1,285	1,381	1,329	1,275	1,403	1,281	1,306	1,290	+4	-2	-9		
Eating and drinking places.....	306	301	323	345	357	359	381	381	353	354	337	308	319	+10	+9	-5		
GAFF ² , total.....	986	982	1,232	1,188	1,286	1,258	1,220	1,346	1,280	1,422	1,425	1,277	2,007	+12	+12	0		
General merchandise group.....	491	500	626	624	673	633	613	680	631	714	752	676	1,104	+10	+11	+5		
Department stores.....	241	238	311	312	337	323	311	351	328	373	386	346	564	+12	+12	+3		
Apparel group.....	272	254	361	304	333	312	308	349	342	380	355	349	586	+8	+2	-7		
Furniture and appliance group...	223	228	245	260	280	313	299	317	307	328	318	252	317	+21	+26	-3		
Lumber,bldg.,hdwe.,farm equip. grp.	250	266	344	396	436	418	387	338	352	370	331	332	283	+3	0	-4		
Automotive group.....	1,160	1,210	1,314	1,355	1,412	1,312	1,290	1,170	1,146	1,159	1,061	1,169	1,140	+7	-9	-8		
Gasoline service stations.....	471	444	477	486	512	538	543	538	496	511	510	466	490	+8	+9	0		
Drug and proprietary stores.....	181	180	188	186	201	196	190	193	185	191	189	173	229	+7	+9	-1		
THE WEST, TOTAL.....	3,515	3,424	3,645	3,753	3,902	4,028	4,066	4,062	3,923	4,009	3,869	3,852	4,587	+6	0	-4		
Durable-goods stores, total...	1,195	1,177	1,203	1,285	1,331	1,432	1,409	1,367	1,304	1,298	1,240	1,311	1,403	+4	-5	-4		
Nondurable-goods stores, total.	2,320	2,247	2,442	2,468	2,571	2,596	2,657	2,695	2,619	2,711	2,629	2,541	3,184	+7	+3	-3		
Food group.....	885	861	884	876	919	884	955	940	914	971	885	914	932	+4	-3	-9		
Grocery stores.....	827	794	807	795	837	809	880	869	845	906	823	858	865	+3	-4	-9		
Eating and drinking places.....	271	266	275	278	292	314	335	339	313	314	289	274	295	+7	+5	-8		
GAFF ² , total.....	690	679	781	775	818	852	824	880	861	897	936	875	1,380	+11	+7	+4		
General merchandise group.....	349	350	416	422	436	454	451	489	467	496	543	491	803	+9	+11	+9		
Department stores.....	C												+12	+10	+10			
Apparel group.....	155	140	176	165	187	198	181	194	203	196	191	183	333	+10	+4	-3		
Furniture and appliance group...	C												+14	0	-4			
Gasoline service stations.....	C												+3	+3	-3			
Drug and proprietary stores	C												+6	+2	-5			

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Note: Estimates are based on a sample. (See sampling variabilities in table S-1.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on last page of report.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: NOVEMBER 1963 TO NOVEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1964												1963		Percentage change		
													Jan.-Nov. 1964		Nov. 1964 from--		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Jan.-Nov. 1963	Nov. 1963	Oct. 1964	
New England Division, total.....	1,238	1,162	1,272	1,313	1,423	1,439	1,417	1,422	1,380	1,427	1,402	1,336	1,662	+2	+5	-2	
Durable-goods stores.....	376	357	417	477	513	493	430	444	415	417	429	401	469	+11	+7	+3	
Nondurable-goods stores.....	862	805	855	836	910	946	987	978	965	1,010	973	935	1,193	+6	+4	-4	
Food group.....	340	317	318	318	353	362	403	382	364	386	344	342	347	+5	+1	-11	
GAF ² , total.....	230	218	263	256	289	305	277	298	306	315	323	313	505	+9	+3	+3	
General merchandise group.....	C												+8	+2	+5		
Middle Atlantic Division, total.....	3,695	3,604	4,011	4,057	4,311	4,232	4,091	4,013	3,982	4,246	4,150	4,156	4,933	+4	0	-2	
Durable-goods stores.....	980	991	1,136	1,237	1,304	1,282	1,175	1,143	1,083	1,136	1,153	1,194	1,216	+2	-3	+1	
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,007	2,950	2,916	2,870	2,899	3,110	2,997	2,962	3,717	+5	+1	-4	
Food group.....	806	779	983	925	1,025	1,033	932	963	1,042	1,149	1,185	1,100	1,703	+8	+8	-3	
GAF ² , total.....	357	351	430	421	457	462	430	452	493	546	587	528	861	+10	+11	-3	
General merchandise group.....																	
East North Central Division, total..	3,931	3,886	4,247	4,497	4,778	4,656	4,581	4,489	4,464	4,882	4,661	4,619	5,283	+6	+1	-5	
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,574	1,579	1,479	1,370	1,424	1,562	1,464	1,473	1,472	+5	-1	-6	
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,204	3,077	3,102	3,119	3,040	3,320	3,197	3,146	3,811	+6	+2	-4	
Food group.....	1,044	1,039	1,034	1,033	1,116	1,074	1,126	1,101	1,046	1,142	1,034	1,081	1,085	+6	-4	-9	
GAF ² , total.....	801	785	968	970	1,023	1,019	965	1,031	1,050	1,148	1,210	1,149	1,717	+10	+5	+5	
General merchandise group.....	427	433	536	541	577	581	539	594	596	644	703	661	1,024	+11	+9	+9	
West North Central Division, total..	1,585	1,511	1,625	1,757	1,896	1,893	1,977	1,873	1,877	2,003	1,860	1,891	2,064	+3	-2	-7	
Durable-goods stores.....	534	527	561	640	668	705	747	666	677	692	642	699	649	+2	-8	-7	
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,228	1,188	1,230	1,207	1,200	1,311	1,218	1,192	1,415	+3	+2	-7	
Food group.....	346	321	322	326	356	354	383	369	360	394	350	368	361	0	-5	-1	
GAF ² , total.....	290	279	332	340	363	374	378	393	388	428	431	399	592	+8	+8	+1	
General merchandise group.....	158	157	188	194	208	215	210	230	221	252	259	226	362	+8	+15	+3	
South Atlantic Division, total.....	2,523	2,505	2,789	2,828	3,035	2,938	2,919	2,936	2,786	2,974	2,836	2,775	3,273	+7	+2	-5	
Durable-goods stores.....	821	861	976	1,028	1,107	1,066	1,003	977	948	973	890	914	942	+9	-3	-9	
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,928	1,872	1,916	1,959	1,838	2,001	1,946	1,861	2,331	+6	+5	-3	
Food group.....	490	501	637	601	651	641	607	680	660	737	748	651	1,037	+12	+15	+1	
GAF ² , total.....	250	257	328	321	345	330	311	346	323	364	399	351	579	+8	+14	+10	
General merchandise group.....																	
East South Central Division, total..	963	982	1,092	1,114	1,195	1,144	1,129	1,117	1,103	1,161	1,099	1,075	1,248	+9	+2	-5	
Nondurable-goods stores.....	628	614	677	689	749	703	713	724	712	772	721	713	856	+7	+1	-7	
Food group.....	C												+7	+2	-10		
GAF ² , total.....	185	184	236	236	251	235	225	243	231	257	247	246	378	+9	0	-4	
General merchandise group.....	97	97	121	124	133	123	118	126	121	139	137	135	216	+9	+1	-1	
West South Central Division, total..	1,704	1,684	1,821	1,867	1,968	1,912	1,965	1,866	1,793	1,903	1,814	1,790	2,054	+5	+1	-5	
Durable-goods stores.....	C														-6		
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,218	1,191	1,225	1,215	1,147	1,237	1,187	1,159	1,389	+5	+2	-4	
Food group.....	C														-9		
GAF ² , total.....	311	297	359	351	384	382	388	423	389	428	430	383	592	+13	+13	0	
General merchandise group.....	144	146	177	179	195	180	184	208	187	211	216	190	309	+14	+14	+2	
Mountain Division, total.....	765	711	762	795	837	901	907	918	848	879	824	902	1,010	-3	-9	-6	
Nondurable-goods stores.....	511	484	529	527	544	575	603	610	570	583	563	566	692	-1	-1	-3	
Food group.....	C														-8		
GAF ² , total.....	133	129	151	150	159	164	163	177	160	169	170	167	270	+8	+2	+1	
General merchandise group.....	66	66	83	84	88	89	87	98	84	90	94	91	155	+7	+3	+4	
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,065	3,127	3,159	3,144	3,075	3,130	3,045	2,950	3,577	+8	+3	-3	
Durable-goods stores.....	941	950	970	1,017	1,038	1,106	1,105	1,059	1,026	1,002	979	975	1,085	+7	0	-2	
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,027	2,021	2,054	2,085	2,049	2,128	2,066	1,975	2,492	+9	+5	-3	
Food group.....	684	666	686	689	722	694	751	741	721	756	687	702	719	+6	-2	-9	
GAF ² , total.....	557	550	630	625	659	688	661	703	701	728	766	708	1,110	+11	+8	+5	
General merchandise group.....																	

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 1. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: NOVEMBER 1963 TO NOVEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State	1964											1963		Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Jan.-Nov. 1964	November 1964 from--	
														from-- Jan.-Nov. 1963	Nov. 1963	Oct. 1964
California.....	2,154	1,109	2,195	2,260	2,354	2,389	2,375	2,336	2,300	2,355	2,326	2,277	2,783	+8	+2	-1
Illinois.....	1,143	1,131	1,276	1,336	1,418	1,384	1,302	1,284	1,282	1,377	1,372	1,386	1,602	+6	-1	0
Massachusetts.....	586	561	630	665	697	675	630	623	621	643	654	631	778	+5	+4	+2
Michigan.....	853	843	884	952	1,017	984	993	966	983	1,080	1,040	973	1,109	+7	+7	-4
New Jersey.....	697	699	802	808	869	851	820	789	773	814	813	782	920	+8	+4	0
New York.....	1,910	1,839	2,028	2,036	2,156	2,114	2,045	2,033	2,027	2,132	2,041	2,110	2,493	+4	-3	-4
Ohio.....	985	977	1,063	1,115	1,176	1,147	1,141	1,151	1,136	1,267	1,186	1,182	1,340	+5	0	-6
Pennsylvania.....	1,088	1,066	1,181	1,213	1,286	1,267	1,226	1,191	1,182	1,300	1,296	1,264	1,520	+3	+3	0
Texas.....	1,010	1,021	1,113	1,129	1,192	1,161	1,200	1,141	1,101	1,150	1,083	1,074	1,228	+5	+1	-6

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 2. ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE FIVE LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: NOVEMBER 1963 TO NOVEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Statistical areas	1964												1963		Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov. ¹	Nov.	Dec.	Jan.-Nov. 1964 from-- Jan.-Nov. 1963	November 1964 from--		
														Nov. 1963	Oct. 1964		
Standard Consolidated Areas ²																	
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	986	958	895	888	894	962	980	963	1,145	+6	+2	+2	
GAF ³	C													+10	+6	+8	
New York-Northeastern N. J., total.....	1,708	1,666	1,846	1,829	1,951	1,905	1,790	1,751	1,779	1,884	1,860	1,869	2,216	+4	0	-1	
GAF ³	412	395	488	456	517	527	464	462	517	562	566	537	813	+9	+5	+1	
Standard Metropolitan Statistical Areas ²																	
Chicago, Ill., total.....	758	742	853	877	914	889	822	816	821	873	897	894	1,071	+6	0	+3	
GAF ³	C													+9	+4	+11	
Detroit, Mich., total.....	C													+8	+14	-3	
GAF ³	C													+22	+24	+6	
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,061	1,063	1,070	1,060	1,058	1,073	1,079	1,064	1,337	+9	+1	+1	
GAF ³	C													+15	+9	+7	
New York, N. Y., total.....	1,249	1,195	1,308	1,282	1,356	1,326	1,262	1,243	1,274	1,348	1,313	1,345	1,603	+4	-2	-3	
GAF ³	C													+9	+4	0	
Philadelphia, Pa., total.....	C													+8	+4	+1	
GAF ³	C													+11	+14	+10	

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group.....	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods storea.....	B	B	B	B	B	C	C	²	B
Nondurable-goods storea.....	B	A	A	B	B	B	B	B	B
Food group.....	B	¹	A	B	¹	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods storea.....	B	B	B	B	B	C	C	²	B
Nondurable-goods storea.....	A	A	A	A	A	B	B	B	A
Food group.....	A	¹	A	A	¹	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	³	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	¹	a	a	¹	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

¹ Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") ² More than 10.5 percent. ³ More than 4.5 percent.

Table S-3. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1963 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

OFFICIAL BUSINESS
FIRST CLASS MAIL

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii



For release
February 12, 1965

BR-64-12

Retail Sales and End-of-Month Accounts Receivable: December 1964

SALES

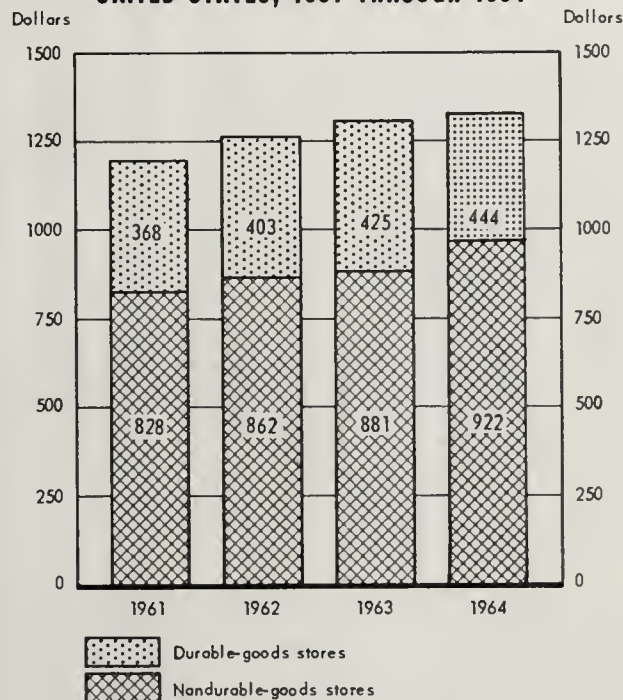
Total 1964 annual sales of all retail stores in the United States were estimated at \$261.5 billion, 6 percent above the \$246.4 billion estimated for 1963. Annual sales of durable-goods and nondurable-goods stores increased 6 percent over the previous year. All major kinds-of-business groups showed percentage increases in comparison with 1963 levels. The largest increase (13%) was reported by the furniture and appliance group followed by the general merchandise group (11%), the apparel group (8%), eating and drinking places (7%), the automotive and food groups (5% each), and the lumber, building, hardware, farm equipment group (1%).

Sales of all retail stores for the month of December 1964 were estimated at \$27.6 billion, 27 percent above sales for November 1964 and 10 percent higher than December 1963. After adjustment for seasonal variations and trading day differences but not for price changes, December 1964 sales amounted to \$22.7 billion, 5 percent above sales for the previous month and 8 percent over the corresponding month in 1963. Adjusted sales of durable-goods stores in December 1964 were 13 percent higher than the previous month and 11 percent higher than December a year ago. Adjusted sales of nondurable-goods stores for December 1964 increased 1 percent from November and were 6 percent higher than December 1963.

Based on adjusted data, December 1964 sales of the automotive group were 24 percent above those for November. The lumber, building, hardware, farm equipment group increased 4 percent, while sales of the furniture and appliance group remained virtually unchanged. In the nondurable-goods category, month-to-month increases were reported by the food group (3%), and eating and drinking places (2%). Sales of the general merchandise group were little changed and the apparel group decreased 1 percent.

Compared with December 1963, adjusted sales for December 1964 increased for all major kinds-of-business groups with the automotive group showing the largest increase (16%). Other major increases were shown by the general merchandise group (11%) and the food group (8%).

ANNUAL PER CAPITA RETAIL SALES—UNITED STATES, 1961 THROUGH 1964



Note: Includes Alaska and Hawaii.

BUREAU OF THE CENSUS

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16.8 billion in total accounts receivable balances owed by customers as of December 31, 1964. Based on data not adjusted for seasonal variations or price changes, this total was 7 percent above the November 1964 level and 8 percent higher than the 15.5 billion outstanding at the end of December a year ago. Compared with December 1963, installment account balances increased 14 percent and charge account balances 3 percent.

Total receivable balances of durable-goods stores were 2 percent higher than those for the previous month and 3 percent above those at the end of December 1963. Nondurable-goods stores reported a 10 percent increase in total amounts outstanding from the November 30, 1964 total and a 13 percent increase over the total outstanding at the end of December 1963.

FEB 23 1965

Table 1.--ESTIMATED MONTHLY RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: 1963

(Millions of dollars)

Kind of business	Total 1963	1963											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
		Data NOT ADJUSTED for seasonal variations or trading day differences											
United States, total.....	246,435	18,261	17,087	19,653	20,518	21,228	20,737	20,540	21,018	19,267	21,528	21,494	25,104
Durable-goods stores, total.....	80,098	5,695	5,432	6,383	6,982	7,239	7,044	6,976	6,556	5,999	7,599	6,985	7,208
Nondurable-goods stores, total.....	166,337	12,566	11,655	13,270	13,536	13,989	13,693	13,564	14,462	13,268	13,929	14,509	17,896
Food group.....	59,143	4,738	4,467	4,976	4,677	5,066	4,957	5,003	5,318	4,684	4,910	5,153	5,194
Grocery stores.....	53,551	4,303	4,048	4,531	4,223	4,578	4,483	4,502	4,828	4,238	4,449	4,689	4,679
Meat markets.....	1,510	124	120	126	123	132	124	131	132	118	123	124	133
Bakery products stores.....	1,102	90	83	93	90	90	90	86	93	91	95	97	104
Eating and drinking places.....	18,071	1,334	1,254	1,421	1,463	1,562	1,592	1,646	1,698	1,526	1,556	1,486	1,533
Eating places.....	12,609	920	859	982	1,027	1,098	1,127	1,159	1,202	1,070	1,083	1,028	1,054
Restaurants, cafeterias, lunchrooms.....	10,333	775	726	818	839	882	896	925	972	870	892	855	883
Drinking places.....	5,462	414	395	439	436	464	465	487	496	456	473	458	479
General merchandise group.....	28,660	1,744	1,627	2,075	2,299	2,278	2,266	2,108	2,444	2,275	2,417	2,728	4,399
Department stores and dry goods, general merchandise stores.....	20,612	1,261	1,137	1,498	1,644	1,646	1,656	1,512	1,757	1,646	1,734	1,956	3,165
Department stores.....	16,683	1,006	905	1,205	1,323	1,325	1,340	1,212	1,408	1,340	1,404	1,590	2,625
Variety stores.....	4,625	259	274	320	384	361	357	341	390	354	378	414	793
Mail order houses (department store merchandise).....	2,124	126	126	153	163	160	141	148	183	172	197	248	307
Apparel group.....	14,460	986	826	1,081	1,268	1,163	1,127	1,010	1,167	1,161	1,191	1,308	2,172
Men's, boys' wear stores ²	2,786	204	160	186	224	218	239	200	209	203	218	254	471
Men's, boys' clothing, furnishings stores.....	2,704	197	155	180	216	211	233	194	203	197	210	246	462
Women's apparel, accessory stores ³	5,593	377	326	428	482	460	421	390	446	448	472	509	834
Women's ready-to-wear stores.....	4,921	329	286	382	424	402	372	342	394	399	418	446	727
Family clothing stores.....	2,925	190	157	212	247	229	224	196	238	231	247	282	472
Shoe stores.....	2,487	165	147	205	259	210	202	179	212	214	197	202	295
Furniture and appliance group.....	11,612	830	781	838	854	934	933	965	992	980	1,095	1,077	1,333
Furniture, home furnishings stores.....	7,465	517	502	543	574	612	599	608	651	647	719	703	790
Furniture stores.....	5,456	374	356	387	404	448	443	455	496	476	517	509	591
Household appliance, TV, radio stores.....	4,147	313	279	295	280	322	334	357	341	333	376	374	543
Household appliance dealers.....	3,048	228	201	211	206	240	252	271	256	247	273	270	393
Lumber, building, hardware, farm equipment group.....	15,528	921	886	1,128	1,359	1,422	1,417	1,451	1,462	1,431	1,526	1,340	1,185
Lumber yards, building materials dealers ⁴	8,919	520	493	604	748	828	819	876	911	842	897	771	610
Lumber yards.....	6,006	347	324	398	498	551	555	600	632	582	608	515	396
Hardware stores.....	2,647	175	156	191	229	240	231	224	227	213	222	231	308
Automotive group.....	45,959	3,487	3,309	3,926	4,262	4,301	4,126	4,003	3,529	2,990	4,387	3,949	3,690
Passenger car, other automotive dealers.....	43,197	3,309	3,148	3,732	4,033	4,060	3,865	3,746	3,288	2,779	4,148	3,712	3,377
Passenger car dealers ⁵	41,739	3,215	3,043	3,608	3,871	3,905	3,715	3,608	3,151	2,677	4,042	3,613	3,291
Passenger car dealers (franchised).....	38,211	2,921	2,753	3,290	3,546	3,570	3,404	3,313	2,883	2,402	3,745	3,330	3,054
Tire, battery, accessory dealers.....	2,762	178	161	194	229	241	261	257	241	211	239	237	313
Gasoline service stations.....	19,365	1,540	1,395	1,543	1,574	1,626	1,659	1,712	1,730	1,599	1,649	1,625	1,713
Drug and proprietary stores.....	8,175	649	641	667	652	676	664	660	680	647	667	666	906
Drug stores.....	7,897	630	623	647	632	655	640	636	655	622	643	643	871
Liquor stores.....	5,659	409	386	427	429	458	450	474	489	437	466	510	724
		Data ADJUSTED for seasonal variations and trading day differences											
United States, total.....		20,387	20,374	20,350	20,276	20,200	20,486	20,719	20,666	20,426	20,716	20,558	21,019
Durable-goods stores, total.....		6,624	6,624	6,576	6,646	6,512	6,630	6,773	6,562	6,606	6,941	6,734	6,831
Nondurable-goods stores, total.....		13,763	13,750	13,774	13,630	13,688	13,856	13,946	14,104	13,820	13,775	13,824	14,188
Food group.....		4,924	4,894	4,853	4,864	4,890	4,923	5,030	4,996	4,897	4,943	4,973	4,991
Grocery stores.....		4,463	4,433	4,399	4,400	4,414	4,456	4,540	4,527	4,441	4,484	4,512	4,523
Eating and drinking places.....		1,480	1,496	1,507	1,518	1,504	1,511	1,497	1,519	1,470	1,530	1,506	1,528
General merchandise group.....		2,308	2,332	2,409	2,301	2,322	2,409	2,415	2,475	2,390	2,303	2,355	2,474
Department stores.....		1,343	1,349	1,417	1,330	1,353	1,414	1,403	1,452	1,386	1,321	1,355	1,457
Variety stores.....		373	376	378	377	380	389	385	387	386	390	381	397
Mail order houses (department store merchandise).....		158	169	173	171	163	174	185	189	181	173	183	184
Apparel group.....		1,222	1,209	1,207	1,166	1,156	1,179	1,214	1,259	1,204	1,150	1,186	1,250
Men's, boys' wear stores ²		231	234	233	233	221	222	239	247	238	217	224	239
Women's apparel, accessory stores ³		461	460	462	443	447	471	475	480	465	451	463	482
Shoe stores.....		211	215	219	203	203	199	202	209	198	196	205	222
Furniture and appliance group.....		938	953	940	945	938	935	979	939	985	1,028	986	1,021
Furniture, home furnishings stores.....		599	616	607	617	598	611	613	611	648	666	640	637
Household appliance, TV, radio stores.....		339	337	333	328	340	324	366	328	337	362	346	384
Lumber, building, hardware, farm equipment group.....		1,278	1,273	1,289	1,290	1,238	1,263	1,262	1,299	1,318	1,350	1,381	1,289
Lumber yards, building materials dealers ⁴		721	718	722	736	738	750	746	771	761	764	754	716
Hardware stores.....		225	221	220	221	202	212	212	221	214	222	240	236
Automotive group.....		3,854	3,820	3,764	3,824	3,740	3,843	3,940	3,733	3,717	3,980	3,791	3,935
Passenger car, other automotive dealers.....		3,624	3,598	3,544	3,602	3,515	3,607	3,709	3,512	3,495	3,748	3,556	3,685
Tire, battery, accessory dealers.....		230	222	220	222	225	236	231	221	222	232	235	250
Gasoline service stations.....		1,627	1,611	1,618	1,594	1,581	1,584	1,602	1,612	1,605	1,618	1,638	1,681
Drug and proprietary stores.....		670	683	678	677	678	674	674	685	688	683	677	694
Liquor stores.....		456	457	458	471	469	475	481	476	466	478	473	483

See footnotes at end of table 1, page 3.

Table 1.—ESTIMATED MONTHLY RETAIL SALES—UNITED STATES, BY KIND OF BUSINESS: 1964--Continued

(Millions of dollars)

Kind of business	Total 1964	1964											
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹
		Data NOT ADJUSTED for seasonal variations or trading day differences											
United States, total.....	261,489	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,605	21,720	27,578
Durable-goods stores, total.....	85,021	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,813	8,106
Nondurable-goods stores, total.....	176,468	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,907	19,472
Food group.....	62,190	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,761
Grocery stores.....	56,269	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,546	5,204
Meat markets.....	1,495	133	125	129	123	127	127	125	123	117	128	113	125
Bakery products stores.....	1,134	93	89	95	94	96	92	88	94	92	99	96	106
Eating and drinking places.....	19,382	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,568	1,639
Eating places.....	13,793	990	964	1,045	1,092	1,179	1,239	1,293	1,308	1,204	1,207	1,118	1,154
Restaurants, cafeterias, lunchrooms.....	11,243	831	811	869	895	942	983	1,026	1,047	976	989	921	953
Drinking places.....	5,589	446	422	440	455	471	472	503	497	467	481	450	485
General merchandise group.....	31,703	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,021	5,030
Department stores and dry goods, general merchandise stores.....	22,909	1,344	1,320	1,638	1,677	1,800	1,816	1,714	1,865	1,857	2,056	2,180	3,642
Department stores.....	18,622	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	2,968
Variety stores.....	5,181	289	313	389	361	399	395	398	421	400	430	473	913
Mail order houses (department store merchandise).....	2,340	140	146	178	179	173	170	158	195	189	209	262	341
Apparel group.....	15,556	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,355	2,313
Men's, boys' wear stores ²	3,026	208	176	206	204	240	254	221	220	234	269	273	521
Men's, boys' clothing, furnishings stores..	2,940	202	171	200	196	231	247	214	214	229	261	265	510
Women's apparel, accessory stores ³	6,108	407	375	502	463	506	465	427	463	497	547	539	917
Women's ready-to-wear stores.....	5,320	347	327	440	406	440	401	364	402	435	480	474	804
Family clothing stores.....	3,071	187	178	247	217	252	249	217	249	250	281	270	474
Shoe stores.....	2,634	177	156	266	211	233	217	195	212	235	215	210	307
Furniture and appliance group.....	13,065	905	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,169	1,460
Furniture, home furnishings stores.....	8,442	584	600	638	663	685	735	708	735	696	776	752	870
Furniture stores.....	6,183	421	425	443	478	497	543	532	552	508	569	550	665
Household appliance, TV, radio stores.....	4,623	321	320	335	341	358	377	390	376	392	406	417	590
Household appliance dealers.....	3,325	228	229	241	244	263	282	290	274	285	287	294	408
Lumber, building, hardware, farm equipment group.....	15,626	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,241	1,234
Lumber yards, building materials dealers ⁴	8,864	536	542	616	721	801	879	872	823	814	871	743	646
Lumber yards.....	5,857	355	366	403	473	525	580	564	555	544	591	489	412
Hardware stores.....	2,785	176	167	182	217	246	250	237	229	231	247	252	351
Automotive group.....	48,458	3,677	3,684	4,058	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	4,337
Passenger car, other automotive dealers.....	45,571	3,488	3,505	3,847	4,215	4,289	4,110	3,896	3,611	3,503	3,614	3,471	4,022
Passenger car dealers ⁵	44,018	3,404	3,412	3,734	4,077	4,141	3,947	3,723	3,436	3,385	3,486	3,357	3,916
Passenger car dealers (franchised).....	40,531	3,116	3,128	3,429	3,768	3,809	3,648	3,437	3,157	3,124	3,193	3,069	3,653
Tire, battery, accessory dealers.....	2,887	189	179	211	238	262	277	263	242	225	244	242	315
Gasoline service stations.....	20,292	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,712	1,787
Drug and proprietary stores.....	8,586	671	656	680	665	713	705	707	708	701	724	689	967
Drug stores.....	8,263	652	636	657	643	689	681	677	679	667	691	661	930
Liquor stores.....	5,968	433	427	434	446	485	472	500	489	475	510	518	779

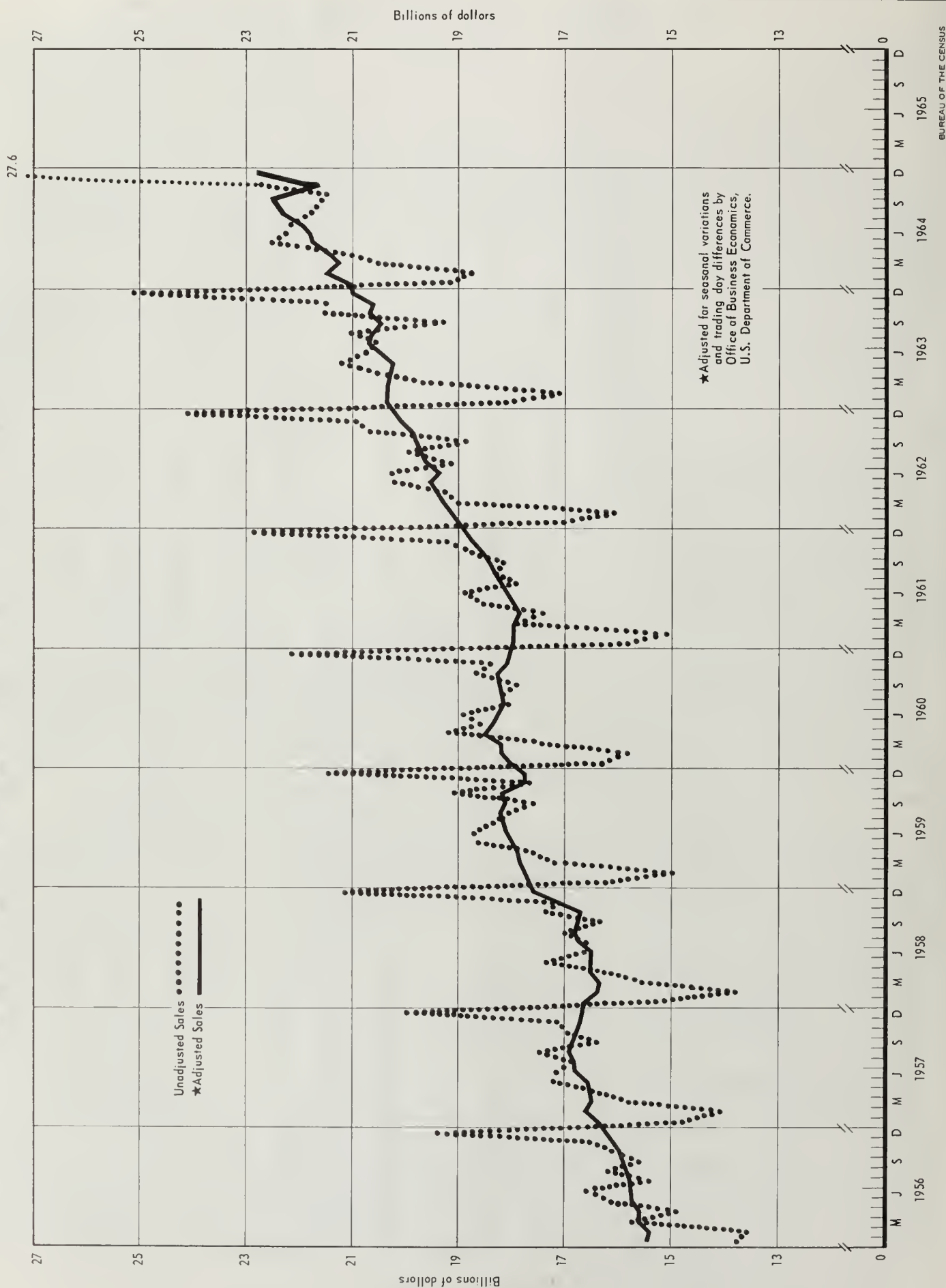
Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	21,000	21,533	21,223	21,392	21,777	21,773	21,935	22,266	22,254	21,383	21,661	22,667
Durable-goods stores, total.....	6,855	7,262	6,939	7,010	7,218	7,002	7,060	7,324	7,541	6,496	6,695	7,867
Nondurable-goods stores, total.....	14,145	14,271	14,284	14,382	14,559	14,771	14,875	14,942	14,713	14,887	14,966	15,100
Food group.....	5,031	4,991	5,112	5,064	5,034	5,202	5,261	5,234	5,250	5,229	5,258	5,408
Grocery stores.....	4,548	4,513	4,605	4,574	4,540	4,704	4,769	4,743	4,755	4,736	4,774	4,909
Eating and drinking places.....	1,580	1,593	1,584	1,599	1,589	1,623	1,642	1,633	1,600	1,637	1,609	1,635
General merchandise group.....	2,481	2,592	2,489	2,514	2,589	2,620	2,686	2,734	2,591	2,664	2,738	2,750
Department stores.....	1,464	1,538	1,467	1,467	1,543	1,533	1,580	1,630	1,516	1,568	1,580	1,595
Variety stores.....	410	408	404	421	420	427	443	439	427	429	466	448
Mail order houses (department store merchandise).....	181	197	188	192	190	200	192	205	192	198	191	196
Apparel group.....	1,250	1,291	1,228	1,272	1,295	1,322	1,316	1,363	1,285	1,301	1,310	1,295
Men's, boys' wear stores ²	231	246	233	241	250	244	257	269	261	259	261	256
Women's apparel, accessory stores ³	497	505	477	504	502	522	509	519	504	512	517	514
Shoe stores.....	220	214	226	219	223	218	217	224	206	210	229	227
Furniture and appliance group.....	1,019	1,073	1,088	1,095	1,080	1,108	1,107	1,094	1,067	1,088	1,098	1,093
Furniture, home furnishings stores.....	671	707	711	701	699	735	709	719	679	703	701	687
Household appliance, TV, radio stores.....	348	366	377	394	381	373	398	375	388	385	397	406
Lumber, building, hardware, farm equipment group.....	1,269	1,348	1,277	1,257	1,370	1,339	1,294	1,273	1,285	1,273	1,256	1,300
Lumber yards, building materials dealers ⁴	730	779	727	707	754	765	732	711	729	741	721	746
Hardware stores.....	219	228	209	205	220	227	222	227	237	242	261	264
Automotive group.....	3,951	4,162	3,894	4,026	4,126	3,885	3,989	4,259	4,531	3,495	3,685	4,553
Passenger car, other automotive dealers.....	3,711	3,925	3,646	3,788	3,880	3,645	3,755	4,025	4,301	3,265	3,428	4,307
Tire, battery, accessory dealers.....	240	237	248	238	246	240	234	234	230	230	257	246
Gasoline service stations.....	1,638	1,641	1,629	1,674	1,670	1,683	1,701	1,690	1,695	1,722	1,738	1,752
Drug and proprietary stores.....	694	666	702	689	713	721	726	722	734	739	724	731
Liquor stores.....	471	482	491	486	495	503	495	494	499	503	509	514

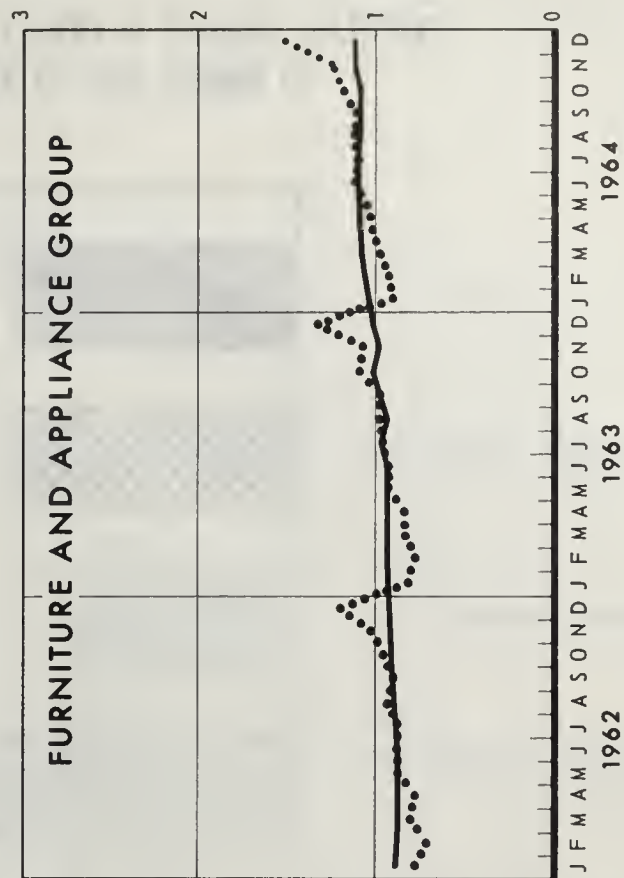
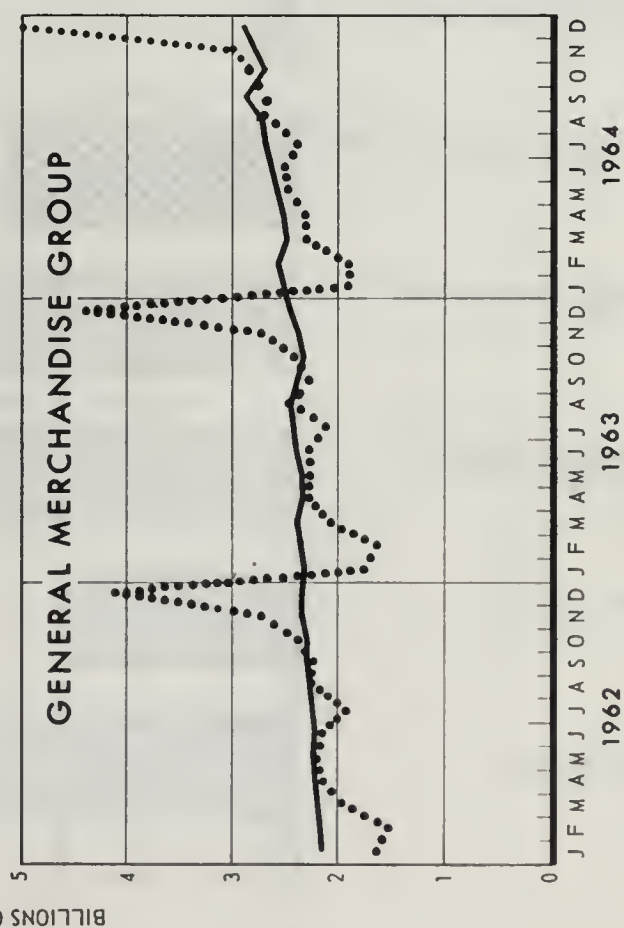
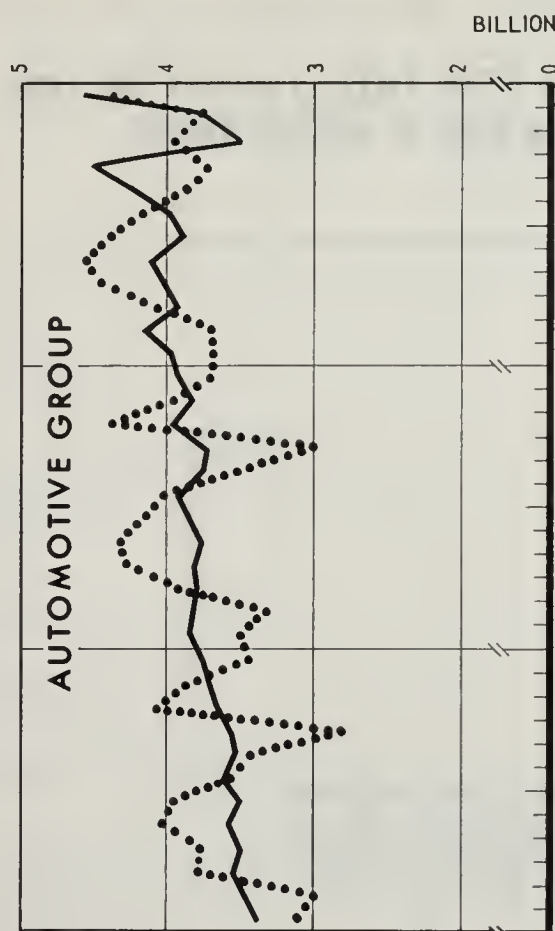
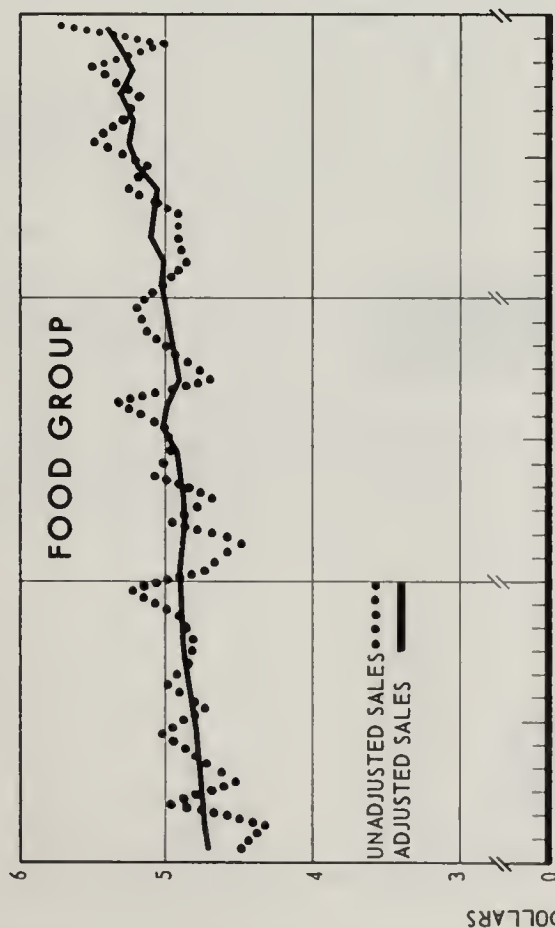
Note: U.S. totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 8, page 14.

¹ Preliminary estimates, see Explanatory Material, page 19.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES 1956-1965



SALES OF RETAIL STORES—SELECTED KINDS OF BUSINESS, 1962-1964



**PERCENTAGE CHANGES IN CUMULATIVE RETAIL SALES--12 MONTHS 1964 FROM
12 MONTHS 1963--BY MAJOR KINDS OF BUSINESS GROUPS**

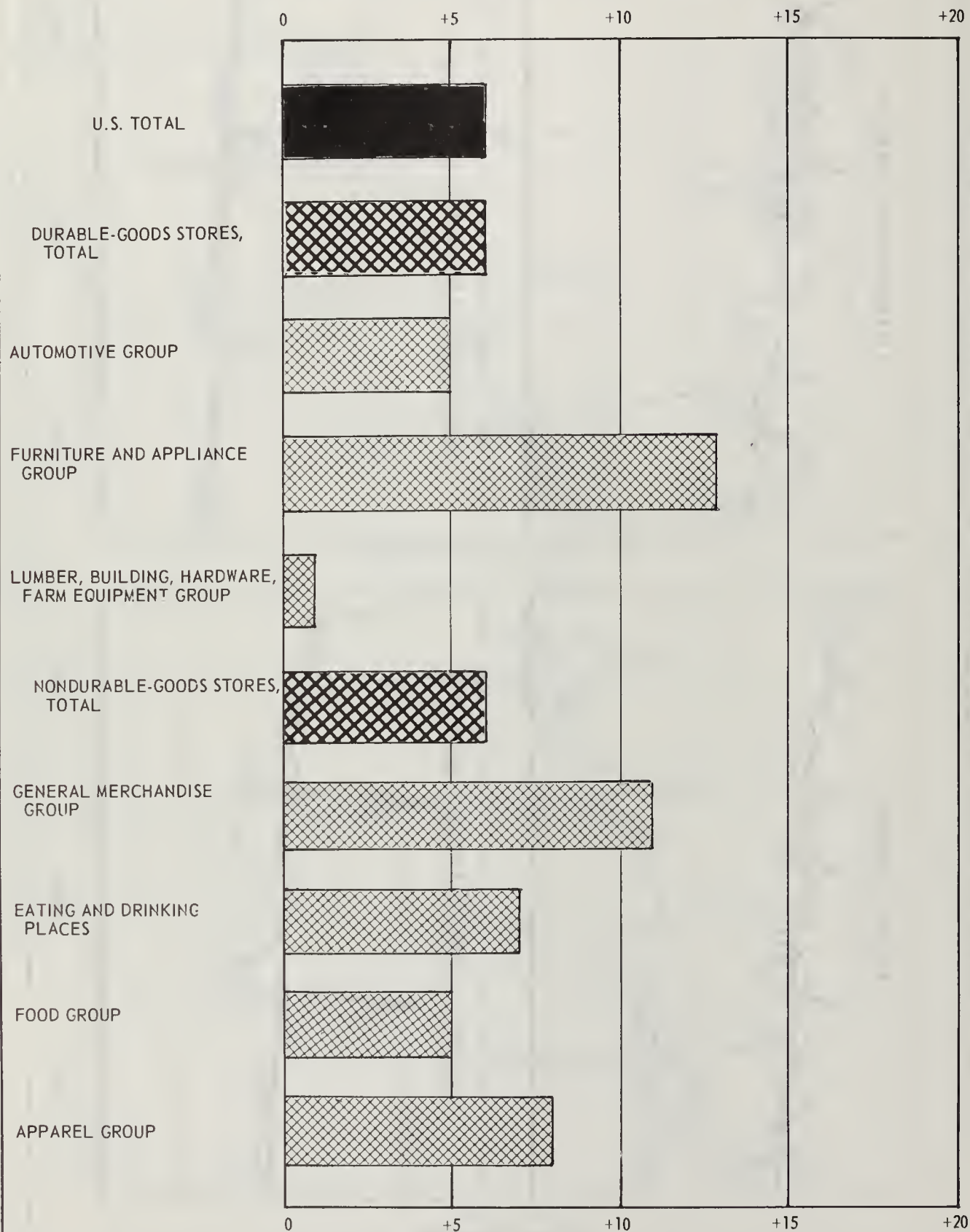


Table 2.--PERCENTAGE CHANGES IN RETAIL SALES--UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1964

Kind of business	Percentage changes in sales-- all retail stores			Kind of business	Percentage changes in sales-- all retail stores		
	December 1964 from--		12 mos. 1964 from 12 mos. 1963		December 1964 from--		12 mos. 1964 from 12 mos. 1963
	Dec. 1963	Nov. 1964			Dec. 1963	Nov. 1964	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+10	+27	+6	Furniture and appliance group.....	+10	+25	+13
Durable-goods stores, total.....	+12	+19	+6	Furniture stores.....	+13	+21	+13
Nondurable-goods stores, total.....	+9	+31	+6	Floor coverings stores*.....	-5	+2	+13
Food group.....	+11	+15	+5	Household appliance, TV, radio stores.....	+9	+41	+11
Grocery stores.....	+11	+14	+5	Household appliance stores.....	+4	+39	+9
Meat markets.....	-6	+11	-1	TV, radio stores*.....	+21	+48	+12
Fruit stores, vegetable markets*.....	-5	+27	-2	Lumber, building, hardware, farm equipment			
Candy, nut, confectionery stores*.....	+40	+65	+2	group.....	+4	-1	+1
Bakery products stores.....	+2	+10	+3	Lumber, building materials dealers.....	+6	-13	-1
Delicatessen stores*.....	+11	+7	+3	Lumber yards.....	+4	-16	-2
Eating and drinking places.....	+7	+5	+7	Paint, glass, wallpaper stores*.....	-4	-10	+3
Eating places.....	+9	+3	+9	Heating and plumbing equipment dealers*.....	-31	+3	-7
Restaurants, cafeterias, lunchrooms.....	+8	+3	+9	Hardware stores.....	+14	+39	+5
Drinking places.....	+1	+8	+2	Farm equipment dealers*.....	-2	-4	+2
General merchandise group.....	+14	+67	+11	Automotive group.....	+18	+17	+5
Department stores and dry goods, general				Passenger car dealers.....	+19	+17	+5
merchandise stores.....	+15	+67	+11	Passenger car dealers (franchised).....	+20	+19	+6
Department stores.....	+13	+69	+12	Tire, battery, accessory dealers.....	+1	+30	+5
Variety stores.....	+15	+93	+12	Gasoline service stations.....	+4	+4	+5
Mail order houses (department store				Fuel fuel oil dealers*.....	-2	+40	-1
merchandise).....	+11	+30	+10	Fuel dealers, except fuel oil*.....	-1	+28	+1
Apparel group.....	+6	+71	+8	Fuel oil dealers*.....	+3	+49	-2
Men's, boys' clothing, furnishings stores.....	+10	+92	+9	Drug and proprietary stores.....	+7	+40	+5
Men's, boys' clothing stores*.....	+12	+90	-1	Drug stores.....	+7	+41	+5
Men's, boys' furnishings stores*.....	+4	+104	+2	Liquor stores.....	+8	+50	+5
Women's ready-to-wear stores.....	+11	+70	+8	Jewelry stores*.....	+8	+150	-5
Family clothing stores.....	0	+76	+5	Florists*.....	+69	+141	+1
Women's apparel, accessory, specialty stores*..	+11	+80	+12	Book stores*.....	+2	+20	(NA)
Shoe stores.....	+4	+46	+6	Stationery stores*.....	-4	+28	-3
				Music stores*.....	+19	+43	+12
				Camera, photographic supply stores*.....	-4	+66	-3
				Optical goods stores*.....	0	-6	+13
				Typewriter stores*.....	-13	+17	-10

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+8	+5	-	Furniture and appliance group.....	+7	0	-
Durable-goods stores, total.....	+11	+13	-	Furniture, home furnishings stores.....	+8	-2	-
Nondurable-goods stores, total.....	+6	+1	-	Household appliance, TV, radio stores.....	+6	+2	-
Food group.....	+8	+3	-	Lumber, building, hardware, farm equipment			
Grocery stores.....	+9	+3	-	group.....	+1	+4	-
Eating and drinking places.....	+7	+2	-	Lumber, building materials dealers.....	+4	+3	-
General merchandise group.....	+11	0	-	Hardware stores.....	+12	+1	-
Department stores.....	+9	+1	-	Automotive group.....	+16	+24	-
Variety stores.....	+13	-4	-	Passenger car and other automotive dealers....	+17	+26	-
Mail order houses (department store				Tire, battery, accessory dealers.....	-2	-4	-
merchandise).....	+7	+3	-	Gasoline service stations.....	+4	+1	-
Apparel group.....	+4	-1	-	Drug and proprietary stores.....	+5	+1	-
Men's, boys' wear stores.....	+7	-2	-	Liquor stores.....	+6	+1	-
Women's apparel, accessory stores.....	+7	-1	-				
Shoe stores.....	+2	-1	-				

Note: Sampling variabilities, based on unadjusted data, shown in table 8, page 14 for kinds of business without an asterisk. For kinds of business with an asterisk, see table 9, page 14.

* See Explanatory Material, page 20.

(NA) Not available.

Table 3A.--ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: 1963

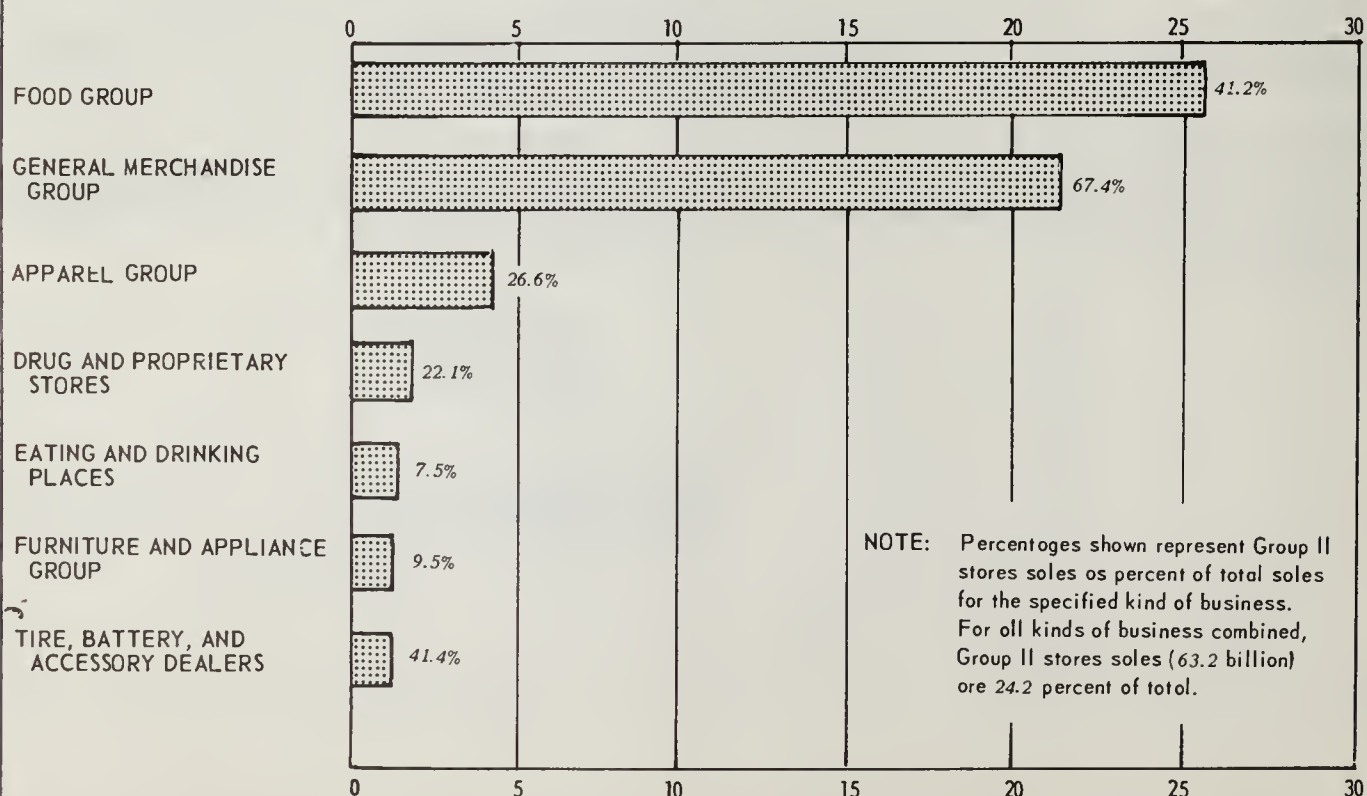
(Millions of dollars)

Kind of business	Total 1963	1963											
		Jan.	Feb.	Msr.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
		Data NOT ADJUSTED for seasonal vsriations or trading day differences											
United States, total.....	58,280	4,075	3,826	4,571	4,651	4,849	4,767	4,601	5,107	4,611	4,915	5,364	6,943
Durable-goods stores, total.....	4,469	283	272	324	355	384	385	388	389	365	412	411	501
Nondurable-goods stores, total.....	53,811	3,792	3,554	4,247	4,296	4,465	4,382	4,213	4,718	4,246	4,503	4,953	6,442
Food group.....	24,357	1,951	1,842	2,119	1,920	2,123	2,006	1,974	2,193	1,877	2,018	2,192	2,142
Grocery stores.....	23,692	1,897	1,790	2,067	1,862	2,063	1,950	1,915	2,137	1,825	1,965	2,140	2,081
Eating and drinking places.....	1,253	91	89	102	102	107	108	111	115	107	109	105	107
General merchandise group.....	19,018	1,108	1,035	1,329	1,504	1,491	1,516	1,415	1,641	1,526	1,615	1,843	2,995
Department stores and dry goods, general merchandise stores.....	13,563	793	711	956	1,066	1,070	1,106	1,011	1,176	1,105	1,149	1,307	2,113
Department stores.....	11,817	690	621	835	929	935	965	879	1,015	961	1,000	1,137	1,850
Variety stores.....	3,542	191	204	241	294	276	276	263	301	272	292	321	611
Apparel group.....	3,796	228	202	283	353	315	307	263	310	309	311	348	567
Men's, boys' wear stores ²	355	24	19	25	29	29	30	25	25	25	30	34	60
Women's apparel, accessory stores ³	1,607	93	82	116	141	135	130	115	138	128	131	152	246
Women's ready-to-wear stores.....	1,481	86	76	107	129	124	120	106	128	118	120	141	226
Shoe stores.....	1,054	66	64	87	113	90	87	71	84	93	83	83	133
Furniture and appliance group.....	1,115	72	71	85	83	91	92	91	98	94	102	108	128
Tire, battery, accessory dealers.....	1,098	69	62	77	92	97	103	102	94	83	93	94	132
Drug and proprietary stores.....	1,728	129	128	135	134	138	141	138	143	135	138	143	226
Liquor stores.....	1,233	85	84	96	93	100	95	99	105	92	102	111	171
		Data ADJUSTED for sseasonal variations and trading day differences											
United States, total.....		4,751	4,737	4,778	4,705	4,730	4,848	4,914	4,983	4,871	4,809	4,922	5,043
Grocery stores.....		1,965	1,952	1,940	1,946	1,955	1,964	1,992	2,007	1,970	1,993	2,015	2,017
Eating and drinking places.....		99	102	104	103	104	104	105	107	105	107	105	106
General merchandise group.....		1,498	1,513	1,569	1,503	1,512	1,593	1,604	1,646	1,605	1,523	1,600	1,674
Department stores.....		927	927	972	922	939	990	995	1,035	1,000	932	993	1,050
Variety stores.....		288	288	294	287	285	297	295	294	297	298	296	305
Apparel group.....		313	311	311	309	309	311	324	341	316	298	310	326
Men's, boys' wear stores ²		29	29	29	29	29	28	33	33	31	29	27	29
Women's apparel, accessory stores ³		133	126	131	126	131	136	141	147	132	125	135	137
Shoe stores.....		88	94	92	89	85	83	82	90	87	84	83	92
Tire, battery, accessory dealers.....		92	88	89	90	88	93	92	88	89	91	92	99
Drug and proprietary stores.....		140	143	140	139	143	144	145	150	147	146	144	147

See footnotes at end of table 3B.

SALES OF GROUP II RETAIL STORES--SELECTED KINDS OF BUSINESS, TWELVE MONTHS 1964

(Billions of dollars)



NOTE: Percentages shown represent Group II stores sales as percent of total sales for the specified kind of business. For all kinds of business combined, Group II stores sales (63.2 billion) are 24.2 percent of total.

Table 3B.--ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: 1964

(Millions of dollars)

Kind of business	Total 1964	Per- centage change total 1964 from total 1963	1964											
			Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
			Data NOT ADJUSTED for seasonal variations or trading day differences											
United States, total.....	63,191	+8	4,478	4,330	4,859	4,858	5,233	5,107	5,169	5,202	5,133	5,637	5,451	7,734
Durable-goods stores, total.....	5,032	+13	310	315	359	390	421	450	457	444	438	436	452	560
Nondurable-goods stores, total.....	58,159	+8	4,168	4,015	4,500	4,468	4,812	4,657	4,712	4,758	4,695	5,201	4,999	7,174
Food group.....	25,634	+5	2,139	2,035	2,026	2,028	2,184	2,041	2,219	2,082	2,063	2,359	2,041	2,417
Grocery stores ¹	24,903	+5	2,086	1,982	1,970	1,975	2,125	1,981	2,158	2,021	1,999	2,293	1,981	2,332
Eating and drinking places.....	1,446	+15	102	100	111	111	120	131	134	138	129	127	120	123
General merchandise group.....	21,375	+12	1,262	1,246	1,564	1,592	1,696	1,698	1,605	1,756	1,717	1,877	2,004	3,358
Department stores and dry goods, general merchandise stores.....	15,319	+13	909	871	1,105	1,148	1,232	1,232	1,155	1,261	1,243	1,360	1,426	2,377
Department stores.....	13,361	+13	790	763	968	1,002	1,074	1,075	1,003	1,089	1,079	1,182	1,247	2,089
Variety stores.....	3,928	+11	216	238	304	281	306	304	299	320	305	330	350	675
Apparel group.....	4,145	+9	247	228	365	304	350	335	292	329	341	361	367	626
Men's, boys' wear stores ²	387	+9	26	22	29	26	33	32	26	25	28	36	37	67
Women's apparel, accessory stores ³ ...	1,757	+9	97	95	147	132	148	144	125	143	140	153	161	272
Women's ready-to-wear stores.....	1,620	+9	89	88	135	122	136	132	114	133	130	141	150	250
Shoe stores.....	1,142	+8	73	66	119	86	100	94	82	91	103	90	91	147
Furniture and appliance group.....	1,246	+12	78	83	96	92	103	105	103	104	108	111	117	146
Tire, battery, accessory dealers.....	1,196	+9	75	72	82	96	106	115	108	101	93	104	102	142
Drug and proprietary stores.....	1,896	+10	140	138	148	141	152	152	153	151	154	160	155	252
Liquor stores.....	1,291	+5	91	93	98	97	102	97	100	103	100	112	114	184

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,089	5,111	5,126	5,105	5,165	5,240	5,311	5,366	5,296	5,309	5,382	5,440
Grocery stores.....	2,041	2,018	2,055	2,030	1,999	2,066	2,084	2,083	2,105	2,113	2,110	2,174
Eating and drinking places.....	111	110	112	112	115	127	126	130	125	123	122	122
General merchandise group.....	1,698	1,743	1,721	1,718	1,768	1,759	1,791	1,830	1,755	1,783	1,830	1,819
Department stores.....	1,057	1,090	1,075	1,049	1,110	1,087	1,124	1,154	1,093	1,113	1,147	1,145
Variety stores.....	318	318	319	329	320	324	329	328	327	325	344	330
Apparel group.....	336	337	326	343	348	349	351	369	337	341	349	353
Men's, boys' wear stores ²	31	33	29	31	34	32	33	33	33	33	32	32
Women's apparel, accessory stores ³	139	140	136	151	146	153	149	156	142	144	149	148
Shoe stores.....	94	90	98	91	95	91	96	103	92	90	100	100
Tire, battery, accessory dealers.....	99	98	96	96	99	100	96	100	97	100	106	103
Drug and proprietary stores.....	152	148	157	147	157	156	161	158	165	167	160	163

¹ Based on weekly sales figures converted to calendar month totals. December 1964 weekly sales (in millions of dollars) were as follows: For week ending Dec. 5 = 519; Dec. 12 = 498; Dec. 19 = 532; Dec. 26 = 519.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.--ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: DEC. 1963 TO DEC. 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1964												1963	Total 12 mos.	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	1964	1963
United States, total.....	5,328	5,143	5,773	5,819	6,253	6,109	6,157	6,230	6,186	6,766	6,566	9,246	8,239	75,576	69,752
Food group.....	2,413	2,288	2,273	2,272	2,444	2,292	2,503	2,384	2,358	2,679	2,359	2,789	2,431	29,054	27,604
Grocery stores.....	2,334	2,211	2,190	2,192	2,359	2,206	2,413	2,290	2,262	2,580	2,265	2,664	2,343	27,966	26,666
Eating and drinking places.....	148	139	156	158	171	190	196	200	187	191	185	193	163	2,114	1,864
General merchandise group.....	1,372	1,368	1,708	1,734	1,849	1,860	1,731	1,896	1,858	2,035	2,196	3,699	3,275	23,306	20,907
Department stores and dry goods, general merchandise stores.....	1,006	976	1,232	1,277	1,369	1,382	1,267	1,385	1,370	1,503	1,585	2,662	2,349	17,014	15,126
Department stores.....	861	843	1,065	1,100	1,178	1,190	1,085	1,182	1,180	1,296	1,367	2,297	2,029	14,644	12,936
Drug and proprietary stores.....	165	162	172	163	180	182	185	187	188	193	187	299	266	2,263	2,082

Note: U.S. and group totals include kinds of business not shown separately.

¹ Preliminary estimates, see Explanatory Material, page 19.

Geographic Area Data

Monthly retail sales data for Census regions and other geographic areas covering all retail stores are provided in a supplementary publication which is released about 1 week after the release date of this report.

Table 5.--PERCENTAGE CHANGE IN SALES OF DEPARTMENT STORES--SPECIFIED STANDARD METROPOLITAN AREAS AND CITIES: DECEMBER 1964

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percentage change in sales			Area	Percentage change in sales		
	December 1964 from--		12 mos. 1964 from 12 mos. 1963		December 1964 from--		12 mos. 1964 from 12 mos. 1963
	December 1963	November 1964			December 1963	November 1964	
STANDARD METROPOLITAN AREA				New York-Northeastern New Jersey ¹ ...	+8	+67	+8
Akron, Ohio.....	+9	+67	+9	New York City.....	+7	+57	+9
Albany-Schenectady-Troy, N. Y.....	(NA)	(NA)	(NA)	Newark, N. J.....	+1	+59	+2
Asheville, N. C.....	+6	+57	+6	Norfolk-Portsmouth, Va.....	+3	+62	+9
Atlanta, Ga.....	+15	+62	+12	Oklahoma City, Okla.....	+5	+65	+4
Augusta, Ga.....	+8	+64	+8	Omaha, Nebr.....	+7	+66	+6
Baltimore, Md.....	+10	+72	+9	Peoria, Ill.....	+7	+60	+4
Baton Rouge, La.....	+8	+49	+6	Philadelphia, Pa.....	+4	+46	+10
Binghamton, N. Y.....	+9	+78	+9	Phoenix, Ariz.....	(NA)	(NA)	(NA)
Birmingham, Ala.....	+7	+67	+5	Pittsburgh, Pa.....	+8	+56	+8
Boston, Mass.....	+6	+69	+6	Portland, Oreg.....	+6	+66	+5
Buffalo, N. Y.....	+12	+61	+9	Reading, Pa.....	+2	+43	+9
Canton, Ohio.....	+11	+81	+8	Richmond, Va.....	+6	+61	+7
Chattanooga, Tenn.....	+12	+85	+10	Rochester, N. Y.....	+9	+79	+8
Chicago, Ill.....	+9	+58	+11	Sacramento, Calif.....	+1	+63	+11
Cincinnati, Ohio.....	+7	+68	+7	St. Louis, Mo.....	+8	+62	+9
Cleveland, Ohio.....	+8	+72	+8	Salt Lake City, Utah.....	+2	+61	+4
Columbus, Ga.....	(NA)	(NA)	(NA)	San Antonio, Tex.....	+13	+61	+12
Columbus, Ohio.....	+11	+67	+9	San Bernardino, Calif.....	(NA)	(NA)	(NA)
Corpus Christi, Tex.....	+4	+68	+6	San Diego, Calif.....	+10	+68	+9
Dallas, Tex.....	+11	+79	+10	Savannah, Ga.....	+14	+62	+9
Denver, Colo.....	+5	+69	+6	Seattle, Wash.....	(NA)	(NA)	(NA)
Des Moines, Iowa.....	+8	+60	+9	Shreveport, La.....	+6	+59	+4
Detroit, Mich.....	+18	+53	+17	South Bend, Ind.....	+2	+70	+1
El Paso, Tex.....	+5	+65	+8	Spokane, Wash.....	+5	+64	+4
Erie, Pa.....	+9	+72	+7	Springfield, Mo.....	+9	+56	+9
Evansville, Ind.....	(NA)	(NA)	(NA)	Springfield, Ohio.....	+8	+67	+8
Flint, Mich.....	+14	+72	+11	Syracuse, N. Y.....	+10	+60	+5
Fort Wayne, Ind.....	+8	+64	+5	Tacoma, Wash.....	+15	+77	+10
Fort Worth, Tex.....	(NA)	(NA)	(NA)	Tampa-St. Petersburg, Fla.....	+6	+72	+5
Grand Rapids, Mich.....	+4	+68	+6	Toledo, Ohio.....	+4	+57	+7
Houston, Tex.....	+17	+73	+16	Trenton, N. J.....	+1	+64	+11
Indianapolis, Ind.....	+5	+66	+3	Tulsa, Okla.....	+12	+69	+9
Jacksonville, Fla.....	+10	+14	+78	Utica-Rome, N. Y.....	+3	(NA)	(NA)
Kansas City, Mo.....	+8	+72	+7	Waco, Tex.....	+5	+67	+9
Knoxville, Tenn.....	+10	+79	+7	Washington, D. C.....	+15	+67	+15
Lancaster, Pa.....	+4	+53	+7	Wheeling, W. Va.....	+15	+66	+7
Lexington, Ky.....	+10	+72	+9	Wichita, Kans.....	+9	+66	+8
Los Angeles, Long Beach, Calif.....	+12	+64	+11	Worcester, Mass.....	+7	+82	+7
Louisville, Ky.....	+3	+65	+8	Youngstown, Ohio.....	+11	+59	+11
Macon, Ga.....	+5	+60	+5	CITIES			
Memphis, Tenn.....	+4	+52	+5	Bridgeport, Conn.....	-14	+82	-4
Miami, Fla.....	+9	+73	+11	Bristol, Tenn.-Va.....	+8	+89	+5
Milwaukee, Wis.....	+4	+58	+5	Duluth, Minn.-Superior, Wis.....	+2	(NA)	+5
Mobile, Ala.....	+7	+89	+4	Minneapolis, Minn.....	+7	(NA)	+9
New Orleans, La.....	+13	+55	+9	Oakland-Berkeley, Calif.....	+3	+62	-1
				Portsmouth, Ohio.....	+8	+67	+6
				Rome, Ga.....	+8	+71	+7
				St. Paul, Minn.....	+12	(NA)	+15
				San Francisco, Calif.....	+1	+60	+4
				Springfield, Mass.....	(NA)	(NA)	(NA)

Note: Standard Metropolitan Area definitions, see page 18 of the January 1963 publication. Data are furnished by Federal Reserve Banks and subject to revision.

(NA) Not available.

¹ The breakdown shown does not include all portions of the area.

Table 6.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964												1963	Percentage change, Dec. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Dec. 1963	Nov. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	14,628	14,123	14,335	14,638	15,197	15,140	15,334	15,412	15,569	15,662	15,729	16,787	15,484	+8	+7
Durable-goods stores, total.....	6,259	6,083	6,131	6,218	6,491	6,647	6,691	6,724	6,833	6,799	6,646	6,794	6,626	+3	+2
Nondurable-goods stores, total.....	8,369	8,040	8,204	8,420	8,706	8,493	8,643	8,688	8,736	8,863	9,083	9,993	8,858	+13	+10
Food group.....	352	346	344	336	335	338	351	365	368	355	340	362	354	+2	+6
Grocery stores.....	288	283	290	282	286	291	297	299	308	296	284	300	293	+2	+6
Eating and drinking places.....	84	85	86	87	89	91	78	81	79	96	104	131	89	+47	+26
General merchandise group.....	4,943	4,723	4,792	4,912	5,121	5,083	5,330	5,414	5,473	5,573	5,728	6,399	5,423	+18	+12
Department stores and dry goods, general merchandise stores.....	3,788	3,587	3,648	3,763	3,897	3,915	4,113	4,177	4,216	4,293	4,378	4,974	4,164	+19	+14
Department stores.....	3,385	3,167	3,241	3,343	3,462	3,475	3,630	3,690	3,726	3,808	3,869	4,404	3,730	+18	+14
Mail order houses (department store mdse.)...	972	960	977	983	1,039	984	1,013	1,041	1,044	1,076	1,109	1,180	1,062	+11	+6
Apparel group.....	1,062	962	986	986	1,006	994	1,000	1,007	1,044	1,083	1,110	1,347	1,186	+14	+21
Women's ready-to-wear stores.....	454	424	459	465	457	438	419	422	442	464	470	579	512	+13	+23
Furniture and appliance group.....	2,199	2,143	2,101	2,055	2,104	2,111	2,202	2,251	2,312	2,323	2,316	2,482	2,278	+9	+7
Furniture, home furnishings stores.....	1,675	1,620	1,577	1,556	1,587	1,595	1,696	1,760	1,781	1,783	1,778	1,842	1,716	+7	+4
Furniture stores.....	1,511	1,457	1,411	1,405	1,442	1,434	1,546	1,606	1,615	1,601	1,595	1,661	1,532	+8	+4
Household appliance, TV, radio stores.....	523	523	524	499	517	516	506	491	531	540	538	640	562	+14	+19
Household appliance dealers.....	461	459	461	437	457	452	446	431	438	452	460	550	490	+12	+20
Lumber, building, hardware, farm equip. group..	1,662	1,631	1,682	1,810	1,960	1,968	1,965	1,940	1,948	1,984	1,824	1,672	1,778	-6	-8
Lumber yards, building materials dealers ²	1,216	1,185	1,201	1,309	1,384	1,356	1,356	1,355	1,392	1,392	1,301	1,165	1,300	-10	-10
Lumber yards.....	883	873	857	945	1,003	963	965	960	965	985	910	800	948	-16	-12
Automotive group.....	1,481	1,442	1,460	1,488	1,553	1,610	1,590	1,614	1,630	1,539	1,563	1,615	1,560	+4	+3
Passenger car dealers ³	992	955	954	997	1,002	1,005	985	1,031	1,052	992	1,015	1,053	1,048	0	+4
Passenger car dealers (franchised).....	914	881	887	909	920	930	912	956	980	919	936	976	980	0	+4
Tire, battery, accessory dealers.....	462	460	472	465	521	571	552	528	517	497	503	517	479	+8	+3
Gasoline service stations.....	451	439	461	457	465	470	460	461	458	460	460	448	442	+1	-3
Other retail stores.....	2,394	2,352	2,423	2,507	2,564	2,475	2,358	2,279	2,257	2,249	2,284	2,331	2,374	-2	+2
CHARGE ACCOUNTS															
United States, total.....	7,409	7,126	7,221	7,431	7,718	7,594	7,535	7,502	7,555	7,584	7,611	8,049	7,826	+3	+6
Durable-goods stores, total.....	3,337	3,224	3,268	3,399	3,582	3,657	3,670	3,653	3,720	3,706	3,617	3,620	3,622	0	0
Nondurable-goods stores, total.....	4,072	3,902	3,953	4,032	4,136	3,937	3,865	3,849	3,835	3,878	3,994	4,429	4,204	+5	+11
Food group.....	341	334	333	326	322	325	337	353	356	344	331	353	342	+3	+7
General merchandise group.....	1,039	958	916	905	959	928	965	956	951	972	1,015	1,257	1,160	+8	+24
Department stores and dry goods, general merchandise stores.....	950	871	835	823	868	824	848	846	838	867	909	1,158	1,065	+9	+27
Department stores.....	844	765	721	705	751	708	718	717	697	732	764	983	950	+3	+29
Apparel group.....	748	666	689	694	708	705	702	714	748	780	810	998	873	+14	+23
Furniture and appliance group.....	667	648	639	634	655	669	716	729	767	784	788	857	760	+13	+9
Furniture, home furnishing stores.....	486	466	461	478	496	508	556	579	615	621	617	628	562	+12	+2
Lumber, building, hardware, farm equip. group..	1,496	1,452	1,490	1,625	1,760	1,775	1,770	1,751	1,741	1,785	1,652	1,501	1,666	-7	-9
Lumber yards, building materials dealers ²	1,166	1,136	1,146	1,252	1,328	1,308	1,297	1,289	1,320	1,320	1,250	1,115	1,246	-11	-11
Lumber yards.....	848	840	822	910	970	936	932	921	919	942	884	774	911	-15	-12
Automotive group.....	882	858	849	855	899	915	891	893	921	864	880	913	902	+1	+4
Passenger car dealers (franchised).....	641	620	607	624	632	637	613	624	652	612	642	676	662	+2	+5
Gasoline service stations.....	439	430	447	444	452	457	449	451	449	450	451	437	429	+2	-3
INSTALLMENT ACCOUNTS															
United States, total.....	7,219	6,997	7,114	7,207	7,479	7,546	7,799	7,910	8,014	8,078	8,118	8,738	7,658	+14	+8
Durable-goods stores, total.....	2,922	2,859	2,863	2,819	2,909	2,990	3,021	3,071	3,113	3,093	3,029	3,174	3,004	+6	+5
Nondurable-goods stores, total.....	4,297	4,138	4,251	4,388	4,570	4,556	4,778	4,839	4,901	4,985	5,089	5,564	4,654	+20	+9
General merchandise group.....	3,904	3,765	3,876	4,007	4,162	4,155	4,365	4,458	4,522	4,601	4,713	5,142	4,263	+21	+9
Department stores and dry goods, general merchandise stores.....	2,838	2,716	2,813	2,940	3,029	3,091	3,265	3,331	3,378	3,426	3,469	3,816	3,099	+23	+10
Department stores.....	2,541	2,402	2,520	2,638	2,711	2,767	2,912	2,973	3,029	3,076	3,105	3,421	2,780	+23	+10
Apparel group.....	314	296	297	292	298	289	298	293	296	303	300	349	313	+12	+16
Furniture and appliance group.....	1,532	1,495	1,462	1,421	1,449	1,442	1,486	1,522	1,545	1,539	1,528	1,625	1,518	+7	+6
Furniture, home furnishings stores.....	1,189	1,154	1,116	1,078	1,091	1,087	1,140	1,181	1,166	1,162	1,161	1,214	1,154	+5	+5
Household appliance, TV, radio stores.....	343	341	346	343	358	355	345	341	379	377	367	411	364	+13	+12
Lumber, building, hardware, farm equip. group..	166	179	192	185	200	193	195	189	207	199	172	171	172	-1	-1
Automotive group.....	599	584	611	633	654	695	699	721	709	675	683	702	658	+7	+3
Tire, battery, accessory dealers.....	267	265	271	278	300	344	339	325	319	303	314	331	282	+17	+5

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. United States and group totals include kinds of business not shown separately. Sampling variabilities shown in table 10, page 15.

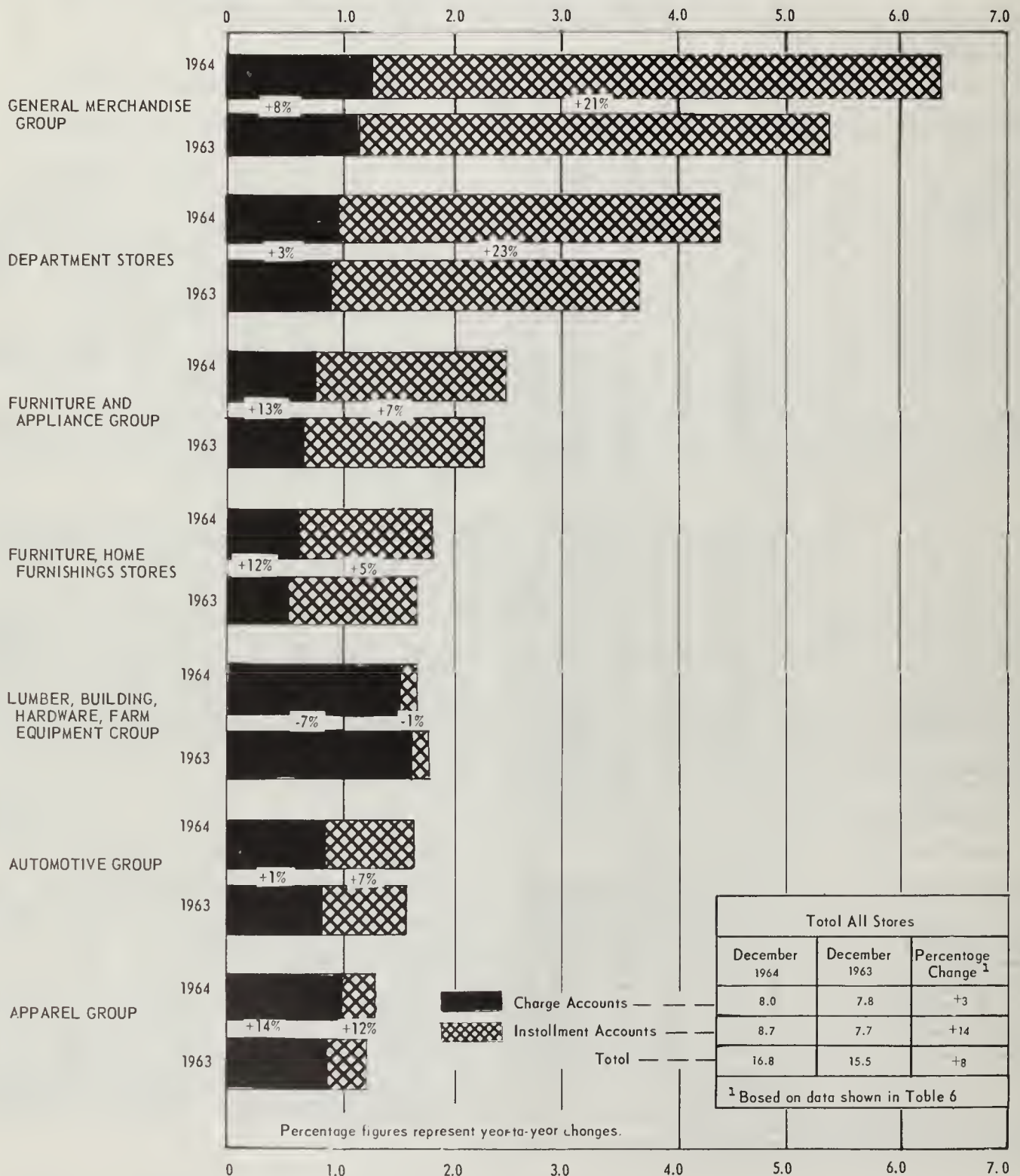
¹ Preliminary estimates, see Explanatory Material, page 19.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

³ Includes both franchised and nonfranchised car dealers.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY SELECTED KINDS OF BUSINESS DECEMBER 1964 AND DECEMBER 1963

(BILLIONS OF DOLLARS)



Note: Dec. 1964 data are based on preliminary estimates while Dec. 1963 data are based on final estimates.

BUREAU OF THE CENSUS

Table 7.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--
UNITED STATES, BY KIND OF BUSINESS; DECEMBER 1964

(Millions of dollars. Data NOT ADJUSTED for seasonal variations)

Kind of business	1964												1963	Percentage change, Dec. 1964 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Dec.	Dec. 1963	Nov. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	5,207	5,012	5,078	5,177	5,377	5,468	5,495	5,560	5,662	5,814	5,937	6,493	5,591	+16	+9
Durable-goods stores, total.....	1,180	1,153	1,152	1,159	1,200	1,262	1,257	1,257	1,286	1,302	1,278	1,285	1,222	+5	+1
Nondurable-goods stores, total.....	4,027	3,859	3,926	4,018	4,177	4,206	4,238	4,303	4,376	4,512	4,659	5,208	4,369	+19	+12
General merchandise group.....	3,587	3,433	3,495	3,595	3,749	3,769	3,801	3,875	3,931	4,047	4,189	4,680	3,904	+20	+12
Department stores and dry goods, general merchandise stores.....	2,818	2,680	2,733	2,829	2,910	2,954	2,988	3,053	3,098	3,189	3,284	3,695	3,095	+19	+13
Department stores.....	2,524	2,369	2,449	2,533	2,606	2,646	2,676	2,730	2,771	2,858	2,934	3,304	2,779	+19	+13
Apparel group.....	264	247	250	253	248	257	260	247	251	272	278	329	294	+12	+18
Furniture and appliance group.....	365	368	374	358	361	358	364	368	377	382	381	393	375	+5	+3
Tire, battery, accessory dealers.....	270	268	273	283	302	338	345	336	337	335	337	345	288	+20	+2
CHARGE ACCOUNTS															
United States, total.....	1,055	983	956	940	995	1,012	991	972	981	1,022	1,021	1,138	1,116	+2	+11
Durable-goods stores, total.....	309	290	290	305	313	336	338	335	344	346	335	310	331	-6	-7
Nondurable-goods stores, total.....	746	693	666	635	682	676	653	637	637	676	686	828	785	+5	+21
General merchandise group.....	457	411	381	360	401	391	368	350	339	365	373	480	489	-2	+29
Department stores and dry goods, general merchandise stores.....	413	371	342	321	355	335	314	301	292	317	328	437	449	-3	+33
Department stores.....	383	344	315	293	326	306	285	271	267	293	303	406	418	-3	+34
Apparel group.....	125	116	118	118	119	124	125	122	120	132	134	163	138	+18	+22
Furniture and appliance group.....	41	44	44	42	39	41	42	40	45	47	43	44	43	+2	+2
INSTALLMENT ACCOUNTS															
United States, total.....	4,152	4,029	4,122	4,237	4,382	4,456	4,504	4,588	4,681	4,792	4,916	5,355	4,475	+20	+9
Durable-goods stores, total.....	871	863	862	854	887	926	919	922	942	956	943	975	891	+9	+3
Nondurable-goods stores, total.....	3,281	3,166	3,260	3,383	3,495	3,530	3,585	3,666	3,739	3,836	3,973	4,380	3,584	+22	+10
General merchandise group.....	3,130	3,022	3,114	3,235	3,348	3,378	3,433	3,525	3,592	3,682	3,816	4,200	3,415	+23	+10
Department stores and dry goods, general merchandise stores.....	2,405	2,309	2,391	2,508	2,555	2,619	2,674	2,752	2,806	2,872	2,956	3,258	2,646	+23	+10
Department stores.....	2,141	2,025	2,134	2,240	2,280	2,340	2,391	2,459	2,504	2,565	2,631	2,898	2,361	+23	+10
Apparel group.....	139	131	132	135	129	133	135	125	131	140	144	166	156	+6	+15
Furniture and appliance group.....	324	324	330	316	322	317	322	328	332	335	338	349	332	+5	+3

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 11, page 16.

¹ Preliminary estimates, see Explanatory Material, page 19.

END-OF-MONTH ACCOUNTS RECEIVABLE OF RETAIL STORES FOR THE UNITED STATES 1963-1964

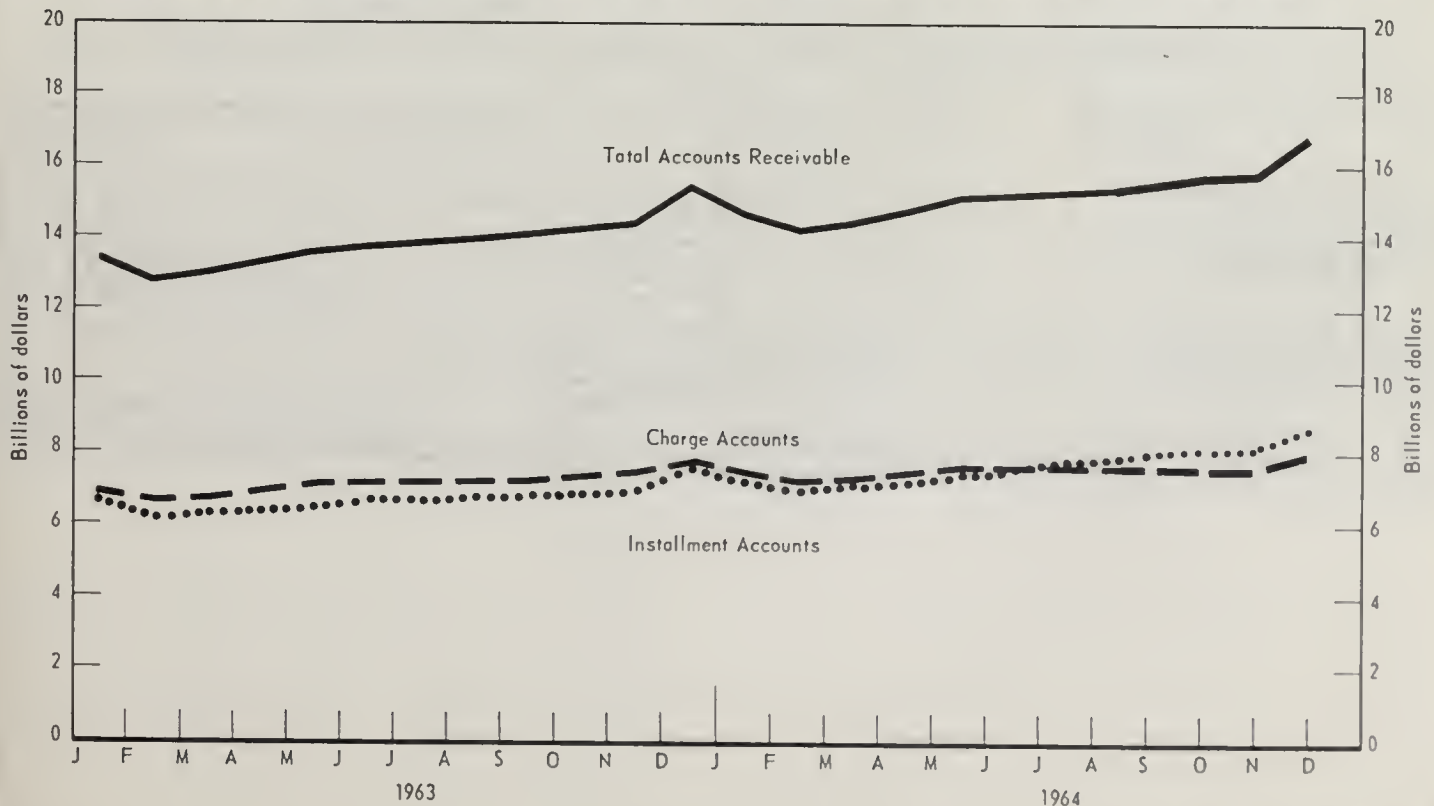


Table 8.--RANGE OF SAMPLING VARIABILITY OF SALES ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

(Percent)

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percentage change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

² Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 19.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

Table 9.--RANGE OF SAMPLING VARIABILITY OF THE RATIO OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS--UNITED STATES, FOR SELECTED KINDS OF BUSINESS

(Percent)

Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling error shown above are based on the month-to-month percentage change in sales of the unadjusted data for January through June 1960. The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 20.

NA Not available.

Table 10.--RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF ALL RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS

Kind of business ^a	Preliminary estimates		Final estimates		Month-to-month percentage changes ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.6	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percentage changes: May, June and December 1959 and January through April 1960.

² Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 19.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

Table 11.--RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--
UNITED STATES, BY SELECTED KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percentage change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Z Sampling variability is less than 0.1 percent.

X Not applicable - no range, upper and lower limits and median are identical.

¹ See footnote 1, table 10.

Note: See Note, table 10.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of the dollar volume of sales and of accounts receivable balances of retail stores in the United States by kind of business and (2) measure trends in the volume of sales and of accounts receivable balances. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, forms of organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Beginning with June 1960, statistics on accounts receivable balances of

retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on

credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plan, etc.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments on which the dollar volume estimates are based is as follows:

A. All large organizations, i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location. These organizations report monthly the combined sales of all their retail stores. Also, all retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States.

B. All remaining retail stores are represented by stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen randomly (with known probability of selection), one from each of 233 primary strata. The sample within these areas consists of (a) all stores located anywhere in the Census sample areas which meet certain annual sales criteria (these stores report each month in the survey) and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random (with known probability of selection) within Census sample areas. Certain of these stores, i.e., those which meet certain annual sales criteria, are called "special area segment stores" and report each month. The remaining stores in the area segments generally report only once a year. The enumeration of some 1,900 area segments each month by Census field representatives makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample:

Group II Stores

Those organizations which operated 11 or more retail stores in 1958 are referred to as Group II organizations. As indicated these organizations are taken in the sample with certainty and submit a company report monthly for all their retail stores. For those

Group II firms with retail stores in more than one kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All "National List Stores" report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. "Large Group I" stores report monthly by mail.

"Special Area Segment Stores" in Group I

"Special Area Segment Stores" are Group I establishments (not on one of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. "Special area segment stores" report monthly by mail.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for two consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

(1) The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit--e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesaler establishments.

(2) The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance

dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

(3) The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. Contrariwise, as in the case of sales, the Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal Agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and sales of services.

For the 1954 Census of Business, an important revision in the Standard Industrial Classification was the new classification rule for milk dealers. This classification change placed all milk dealer establishments which pasteurize, and/or bottle milk on the premises (whether or not sales are primarily at retail) in the category of manufacturing. At the time of the sample revision in April 1957 statistics for all kinds of business combined and for the food group were revised for January 1956 and subsequent months to reflect this change.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photo-

graphic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 8 through 11. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the one sigma level, the chances are that two out of three times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 8 is 1.3% (or .013). Multiplying \$4,698 million by .013 we obtain \$61 million. The chances are 2 out of 3 that the "expected value" is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the "expected value" lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3%. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 8, is 0.9% (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the "expected ratio" is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .952 to .988.

The sampling errors shown are also subject to sampling variability. Changes in the sampling error for the same statistic from month to month, therefore, may be due to the variability in the estimate of sampling error. It is also to be noted that measures of sampling variability shown in this report do not

include biases which might arise from such sources as nonreporting or response errors. Nonresponse amounts to about 6 percent for sales and 10 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for two consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February ("current" month), and one for January ("previous" month) and in April, a different group of retail establishments report a sales figure for March ("current" month), and one for February ("previous" month). Hence, one month later additional data for the "small" Group I stores are available for the "previous" month, e.g., in the foregoing example sales figures for February are available from retail establishments located within two different groups of land segments (once as the "current" month, and once as the "previous" month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, will be labelled "preliminary," to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. The new month's sales data for Group II stores shown in table 3 will always be final since the same firms are requested to report each month. As the "preliminary" figures are derived from reports for the month enumerated as a "current" month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the "preliminary" estimates are issued, these "preliminary" estimates will be replaced by revised or "final" estimates which are based on reports for the month enumerated both as a "current" and as a "previous" month. The use of both "current" and "previous" month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a "current" month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to .9 percent for the furniture and appliance group. A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used, and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for Group II firms shown in table 7, will be labelled "preliminary" to be replaced in the next issue of the Monthly Retail Trade Report by "final" estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .3 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .4 percent for the general merchandise group to 2.3 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.3 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month will not be final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from "rotating" panels (see Nature of the Sample above).

Percentage Changes in Sales and Accounts Receivable Balances of Retail Stores-- Tables 2 and 6

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2. For months prior to May 1960, the percentage change figures shown in table 2 for kinds of business with an asterisk represent ratios based on simple weighted sums of reports.

The percentage changes in accounts receivable balances shown in table 6 for all kinds of business are derived directly from the dollar volume estimates in the same tables.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores--Tables 3 and 7

Separate data are presented in tables 3 and 7 for stores of organizations which in the 1958 Census of Business were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 7) are subject to sampling variability (see table 11) since a portion of such estimates are derived from a sample--i.e., "rotating" panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores--Table 4

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

For most kinds of business, data for organizations operating 4 or more stores consist in large part of the Group II (11 or more stores) figures which are obtained without sampling. Users of these data are cautioned that figures for organizations with 4-10 stores, which presumably might be obtained by subtracting the Group II totals from the "4 or more store" totals, are subject to high sampling variability since they are based on a sample of insufficient size to provide accurate separate measures for this (i.e., the 4-10) component of the "4 or more store" total.

Revision of Data Adjusted for Seasonal Variations and Trading Day Differences

The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233.

Table 12, p. 21, presents the combined seasonal and trading day adjustment factors by kind of business for the period January 1963 to December 1964 that are used in adjusting the data. The factors shown for data at the kind-of-business group and total levels were derived by dividing the unadjusted data published at these levels by the respective adjusted figures. Summary measures of the seasonal, cyclical and irregular components of the data by kind of business groups and totals are presented in table 13, p. 22. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Data adjusted in accordance with the new factors for the period January 1953 through June 1962 have been included in the Adjusted Sales Supplement to the July 1963 issue of the Monthly Retail Trade Report.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Retail Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Table 12.—COMBINED SEASONAL, TRADING DAY AND HOLIDAY ADJUSTMENT FACTORS—SALES OF ALL RETAIL STORES AND GROUP II RETAIL STORES—JANUARY 1963—DECEMBER 1964

Kind of business	1963												1964											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	89.6	83.9	96.6	101.2	105.1	101.2	99.1	101.7	94.3	103.9	104.5	119.5	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6
Durable-goods stores, total.....	86.0	82.0	97.1	105.1	111.2	106.2	103.0	99.9	90.8	109.5	103.7	105.5	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	127.4
Non-durable-goods stores, total.....	91.3	84.8	96.3	99.3	102.2	98.8	97.3	102.5	96.0	101.1	104.9	126.2	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5
Food group.....	96.2	91.3	102.5	96.2	103.6	100.7	99.5	106.4	95.7	99.3	103.6	104.1	104.1	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8
Grocery stores.....	96.4	91.3	103.0	96.0	103.7	100.6	99.1	106.6	95.6	99.1	104.1	103.4	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3
Eating and drinking places.....	90.1	83.8	94.3	96.3	103.8	105.4	109.9	111.8	103.8	101.7	98.7	100.3	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3
General merchandise group.....	75.6	69.8	86.1	99.9	98.1	94.0	87.2	98.7	95.2	105.0	115.9	177.8	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8
Department stores.....	74.9	67.1	85.0	99.5	97.9	94.8	86.4	97.0	96.7	106.3	117.4	180.2	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0
Variety stores.....	69.4	73.0	84.7	101.9	95.0	91.7	88.7	100.8	91.8	96.9	108.8	199.9	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0
Mail order houses (department store merchandise).....	79.9	74.5	88.3	95.5	97.9	80.9	80.2	96.8	95.1	114.0	135.4	167.1	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0
Apparel group.....	80.7	68.3	89.6	108.7	100.6	95.6	83.2	92.7	96.4	103.6	110.1	173.8	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6
Men's, boys' wear stores.....	88.6	68.5	79.8	96.1	98.3	107.4	83.6	84.6	85.2	100.7	113.5	197.5	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5
Women's apparel, accessory stores.....	81.7	70.7	92.6	108.8	102.8	89.5	82.2	92.9	96.4	104.7	109.9	173.0	81.9	74.3	105.2	92.0	100.9	89.1	83.0	89.3	98.7	106.7	104.3	178.4
Shoe stores.....	78.1	68.4	93.6	127.6	103.3	101.8	88.7	101.5	108.1	100.1	98.5	132.5	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0
Furniture and appliance group.....	88.5	82.0	89.1	90.4	99.6	99.8	98.6	105.6	99.5	106.5	109.4	130.7	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4
Furniture, home furnishings stores.....	86.2	81.6	89.4	93.0	102.2	98.0	99.1	106.5	99.8	107.8	109.9	124.2	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7
Household appliance, TV, radio stores.....	92.6	82.8	88.6	85.6	94.7	102.9	97.6	103.9	98.7	104.0	108.1	141.6	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4
Lumber, building, hardware, farm equipment group.....	72.1	69.6	87.5	105.3	114.9	112.2	115.0	112.5	108.6	113.0	96.9	92.0	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2
Lumber yards, building materials dealers.....	72.2	68.7	83.6	101.7	112.2	109.3	117.5	118.2	110.7	117.4	102.2	85.2	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6
Hardware stores.....	77.7	70.7	86.8	103.4	118.8	108.9	105.5	102.9	99.6	100.1	96.3	130.6	80.4	73.2	86.8	105.6	112.0	114.0	107.0	100.7	97.8	101.9	96.6	133.1
Automotive group.....	90.5	86.6	104.3	111.5	115.0	107.4	101.6	94.5	80.4	110.2	104.1	93.8	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5
Passenger car, other automotive dealers.....	91.3	87.5	105.3	112.0	115.5	107.1	101.0	93.6	79.5	110.7	104.4	91.7	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4
Tire, battery, accessory dealers.....	77.3	72.7	88.4	103.0	107.4	110.5	111.2	108.7	94.6	103.0	100.8	125.0	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9
Gasoline service stations.....	94.7	86.6	93.4	98.7	102.8	104.7	106.9	107.3	99.7	101.9	99.2	101.9	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0
Drug and proprietary stores.....	96.9	93.8	98.4	96.4	99.7	98.5	97.8	99.3	94.0	97.6	98.4	130.6	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2
Liquor stores.....	89.8	84.5	93.3	91.2	97.8	94.9	98.5	102.7	93.7	97.4	107.7	149.9	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8
GROUP II STORES																								
United States, total.....	85.2	80.8	98.3	97.4	100.9	98.3	93.6	102.5	97.4	100.4	107.3	137.7	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4
Grocery stores.....	96.5	91.7	106.5	95.7	105.5	99.3	96.1	106.0	92.7	98.6	106.2	103.2	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3
Eating and drinking places.....	91.9	87.5	98.9	98.8	102.9	103.8	105.6	106.6	102.2	100.4	99.8	100.3	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5
General merchandise group.....	74.1	68.4	88.1	96.3	99.1	95.0	88.2	99.8	95.0	104.7	115.0	178.9	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5
Department stores.....	74.5	67.0	88.2	98.4	99.6	97.5	88.3	98.1	96.1	107.3	114.5	178.2	74.7	70.0	90.0	93.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4
Variety stores.....	66.5	70.8	88.6	95.8	96.8	92.8	89.0	102.4	91.8	98.1	108.4	200.5	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6
Apparel group.....	72.3	64.4	99.5	106.0	102.6	98.7	81.2	90.9	97.8	103.4	109.3	173.9	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6
Men's, boys' wear stores.....	82.8	63.3	91.3	95.5	98.9	105.9	76.7	77.3	80.0	105.9	124.2	202.7	84.3	66.7	97.9	82.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6
Women's apparel, accessory stores.....	69.9	65.0	97.2	103.3	103.0	95.3	81.6	94.3	96.8	104.1	113.0	179.3	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0
Shoe stores.....	75.3	68.6	104.8	115.2	105.2	105.7	86.0	93.8	105.9	98.6	99.9	144.5	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2
Tire, battery, accessory stores.....	74.6	71.2	86.4	101.8	110.9	110.9	111.1	106.5	92.4	101.8	101.8	134.0	76.5	73.5	82.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3
Drug and proprietary stores.....	92.5	89.3	96.6	96.3	97.0	98.0	93.5	95.1	91.9	94.8	99.5	153.5	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3

NOTE: The adjustment factors shown in this table for months through November 1963 have been developed from unadjusted data compiled in this survey from January 1953 through May 1963 for all stores and from January 1953 through April 1963 for Group II stores, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Factors for December 1963 through December 1964 have been revised on the basis of additional data for June 1963 through December 1963.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

Table 13.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.50	7.36	35.5	.80	.65	.43	1.51	2	2.34	1.77	10.92	3.51
Durable-goods stores, total.....	7.51	7.33	28.5	1.80	1.54	.88	1.75	2	2.18	1.58	9.75	3.02
Nondurable-goods stores, total.....	8.00	7.86	41.4	.67	.51	.37	1.38	2	1.96	1.63	58.50	3.42
Food group.....	5.85	5.83	15.6	.71	.55	.35	1.57	2	1.93	1.50	58.50	4.06
Grocery stores.....	6.08	6.08	15.7	.71	.55	.39	1.41	2	2.05	1.38	39.00	4.06
Eating and drinking places.....	5.15	3.61	20.2	.84	.75	.33	2.27	3	2.05	1.60	10.92	4.96
General merchandise group.....	16.92	16.65	104.0	1.37	1.20	.42	2.86	3	1.90	1.72	14.63	3.15
Department stores.....	17.91	16.01	107.7	1.71	1.58	.46	3.43	4	1.70	1.51	11.91	3.37
Variety stores.....	20.41	18.77	132.2	1.55	1.48	.48	3.08	3	1.70	1.58	16.38	3.91
Mail order houses (department store merchandise).....	16.86	14.65	89.9	2.20	2.10	.66	3.18	4	1.82	1.70	11.91	6.40
Apparel group.....	20.06	19.67	105.4	1.73	1.56	.43	3.63	4	1.82	1.46	10.64	3.12
Men's, boys' wear stores.....	22.62	20.42	125.4	2.58	2.35	.78	3.01	4	1.93	1.52	7.71	3.28
Women's apparel, accessory stores.....	19.55	16.55	96.9	1.81	1.72	.52	3.31	4	1.90	1.54	11.91	4.13
Shoe stores.....	20.50	17.31	58.5	2.36	2.29	.63	3.63	4	1.82	1.72	10.08	3.28
Furniture and appliance group.....	8.73	8.55	48.5	1.39	1.12	.51	2.20	3	1.70	1.43	19.50	4.16
Furniture, home furnishings stores.....	8.66	7.71	39.5	1.42	1.23	.58	2.12	3	2.15	1.47	14.56	4.61
Household appliance, TV, radio stores.....	9.98	8.67	53.8	2.28	2.07	.71	2.92	4	1.90	1.70	9.36	3.20
Lumber, building, hardware, farm equipment group.....	8.84	8.91	44.7	1.92	1.79	.55	3.25	4	2.02	1.65	6.50	3.66
Lumber yards, building materials dealers.....	9.54	8.43	46.0	1.89	1.66	.71	2.34	3	1.87	1.56	8.73	4.78
Hardware stores.....	12.07	10.53	53.8	1.73	1.64	.53	3.09	4	2.05	1.87	9.36	4.92
Automotive group.....	7.80	7.13	34.8	3.06	2.70	1.31	2.06	3	2.11	1.54	8.36	3.31
Passenger car, other automotive dealers.....	7.94	7.11	36.1	3.22	2.86	1.37	2.09	3	2.11	1.54	9.75	3.31
Tire, battery, accessory dealers.....	12.34	10.26	49.7	2.39	2.14	.92	2.33	3	1.98	1.60	9.36	4.30
Gasoline service stations.....	4.24	2.62	12.3	.81	.60	.51	1.18	2	2.22	1.66	43.67	4.48
Drug and proprietary stores.....	6.88	6.06	34.5	.98	.84	.46	1.83	2	2.38	1.66	16.38	4.19
Liquor stores.....	11.66	9.11	61.5	1.21	1.04	.57	1.82	2	2.02	1.47	14.56	4.19
	GROUP II STORES											
United States, total.....	11.98	10.79	57.0	1.15	1.04	.53	1.96	3	1.95	1.57	14.11	6.58
Grocery stores.....	7.94	2.29	10.5	1.02	.89	.53	1.68	2	1.82	1.42	65.50	3.94
Eating and drinking places.....	4.37	2.73	14.6	1.39	1.27	.62	2.05	3	2.73	2.34	14.56	6.14
General merchandise group.....	17.57	17.43	111.4	2.36	2.29	.77	2.97	3	1.76	1.53	11.30	3.41
Department stores.....	17.11	15.38	103.7	3.42	3.35	1.12	2.99	3	3.42	1.44	8.19	3.31
Variety stores.....	21.23	19.78	135.3	1.57	1.53	.42	3.64	4	1.98	1.68	13.10	5.33
Apparel group.....	23.31	22.62	108.7	2.48	2.36	.72	3.28	4	1.79	1.57	14.13	4.20
Men's, boys' wear stores.....	27.69	24.05	134.1	5.01	5.10	1.33	3.83	4	2.22	1.96	8.73	5.57
Women's apparel, accessory stores.....	22.25	18.91	111.5	2.74	2.57	.81	3.17	4	1.93	1.72	10.08	5.57
Shoe stores.....	24.17	20.69	70.6	3.36	3.32	.56	5.93	6	1.70	1.51	10.92	4.85
Tire, battery, accessory dealers.....	14.10	12.29	60.6	2.86	2.68	.78	3.44	4	1.93	1.64	9.36	4.57
Drug and proprietary stores.....	10.50	9.36	61.5	1.65	1.55	.59	2.63	3	2.18	1.87	21.83	11.73

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

O is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

S is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1962. It is a measure of the maximum seasonal change in the unadjusted series.

CI is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

I is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

C is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

I/C is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-month spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between two months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over one month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than one month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that one-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next two columns, 1.61 for I and 9.54 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.52 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.85 for CI to 4.52 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)



For release
February 12, 1965

BR-64-12 Supp.

Retail Sales: December 1964

This is a monthly series on sales of retail stores for geographic regions, divisions, and selected States and standard metropolitan statistical areas, supplementing the regular Monthly Retail Trade Report. The statistics by geographic areas, which are available effective with data for April 1962, are not adjusted for seasonal variations and trading day differences. The estimates shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. These estimates are less reliable for the smaller geographic areas, such as States and standard metropolitan statistical areas, and for durable kinds-of-business categories (automotive, furniture and appliance, and lumber groups). Statistics shown in this report are limited to those estimated to be subject to a sampling variability of 7 percent or less, for dollar volume estimates and year-to-year percentage change, and to 3 percent for the percentage change over two consecutive months. These statistics should be used with due regard to their sampling error, as specified on pages 4 and 5 and discussed on page 6 of this report. Figures subject to possible sampling error in excess of these criteria may serve certain purposes; they can therefore be obtained on request for internal use but not for publication. (See footnote to Table 1 and the discussion of "Unpublished Data" and of "Special Tabulations" on page 7.)

PERCENTAGE CHANGE IN SALES OF RETAIL STORES, JANUARY-DECEMBER 1964 COMBINED COMPARED WITH THE SAME MONTHS A YEAR AGO UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences)



THE LIBRARY OF THE
MAR 8 1965
BUREAU OF THE CENSUS

Table 1.--ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE UNITED STATES AND GEOGRAPHIC REGIONS, BY KIND OF BUSINESS: DECEMBER 1963 TO DECEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1964													1963		Percentage change		
														Dec.	Total	1964 from 1963	Dec. 1964 from--	
																	Dec. 1963	Nov. 1964
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Total					
UNITED STATES, TOTAL.....	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,605	21,720	27,578	261,489	25,104	246,435	+6	+10	+27
Durable-goods stores, total....	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,813	8,106	85,021	7,208	80,098	+6	+12	+19
Nondurable-goods stores, total..	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,907	19,472	176,468	17,896	166,337	+6	+9	+31
Food group.....	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,761	62,190	5,194	59,143	+5	+11	+15
Grocery stores.....	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,546	5,204	56,269	4,679	53,551	+5	+11	+14
Eating and drinking places.....	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,568	1,639	19,382	1,533	18,071	+7	+7	+5
GAP ² , total.....	3,803	3,722	4,559	4,454	4,804	4,841	4,596	4,911	4,927	5,359	5,545	8,803	60,324	7,904	54,732	+10	+11	+59
General merchandise group.....	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,021	5,030	31,703	4,399	28,660	+11	+14	+67
Department stores.....	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	2,968	18,622	2,625	16,683	+12	+13	+69
Apparel group.....	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,355	2,313	15,556	2,172	14,460	+8	+6	+71
Furniture and appliance group..	905	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,169	1,460	13,065	1,333	11,612	+13	+10	+25
Lumber,bldg.,hdwe.,farm equip.grp	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,241	1,234	15,626	1,185	15,528	+1	+4	-1
Automotive group.....	3,677	3,684	4,059	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	4,337	48,458	3,690	45,959	+5	+18	+17
Gasoline service stations.....	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,712	1,787	20,292	1,713	19,365	+5	+4	+4
Drug and proprietary stores.....	671	656	680	665	713	705	707	708	701	724	689	967	8,586	906	8,175	+5	+7	+40
THE NORTHEASTERN STATES, TOTAL...	4,933	4,766	5,283	5,370	5,734	5,671	5,508	5,435	5,362	5,673	5,581	7,286	66,602	6,595	62,962	+6	+10	+31
Durable-goods stores, total....	1,356	1,348	1,553	1,714	1,817	1,775	1,605	1,587	1,498	1,553	1,578	1,947	19,331	1,685	18,311	+6	+16	+23
Nondurable-goods stores, total..	3,577	3,418	3,730	3,656	3,917	3,896	3,903	3,848	3,864	4,120	4,003	5,339	47,271	4,910	44,651	+6	+9	+33
Food group.....	1,435	1,373	1,385	1,381	1,484	1,450	1,564	1,470	1,438	1,552	1,406	1,621	17,559	1,459	16,564	+6	+11	+15
Grocery stores.....	1,208	1,152	1,152	1,159	1,249	1,217	1,324	1,237	1,204	1,310	1,178	1,355	14,745	1,205	13,827	+7	+12	+15
Eating and drinking places.....	423	409	447	466	508	528	542	541	500	500	464	493	5,821	467	5,526	+5	+6	+6
GAP ² , total.....	1,036	997	1,246	1,181	1,314	1,338	1,209	1,261	1,348	1,464	1,542	2,462	16,398	2,208	15,043	+9	+12	+60
General merchandise group.....	447	435	537	529	585	608	567	598	635	695	764	1,290	7,690	1,106	6,945	+11	+17	+69
Department stores.....	280	263	333	330	368	383	345	364	402	440	464	795	4,767	697	4,277	+11	+14	+71
Apparel group.....	340	306	439	376	435	430	343	367	419	443	440	737	5,075	700	4,756	+7	+5	+68
Furniture and appliance group..							C									+9	+8	+29
Lumber,bldg.,hdwe.,farm equip.grp							C											-6
Gasoline service stations.....	284	276	301	307	325	327	342	338	314	317	307	316	3,754	308	3,593	+4	+3	+3
Drug and proprietary stores.....	153	146	151	146	152	160	160	157	161	166	158	216	1,926	203	1,872	+3	+6	+37
THE NORTH CENTRAL STATES, TOTAL...	5,516	5,397	5,872	6,254	6,674	6,549	6,558	6,362	6,341	6,885	6,514	8,045	76,967	7,347	73,095	+5	+10	+24
Durable-goods stores, total....	1,713	1,737	1,918	2,198	2,242	2,284	2,226	2,036	2,101	2,254	2,097	2,392	25,198	2,121	24,108	+5	+13	+14
Nondurable-goods stores, total..	3,803	3,660	3,954	4,056	4,432	4,265	4,332	4,326	4,240	4,631	4,417	5,653	51,769	5,226	48,987	+6	+8	+28
Food group.....	1,390	1,360	1,356	1,359	1,472	1,428	1,509	1,470	1,406	1,536	1,384	1,578	17,248	1,446	16,471	+5	+9	+14
Grocery stores.....	1,276	1,253	1,246	1,248	1,349	1,302	1,386	1,345	1,288	1,412	1,268	1,441	15,814	1,319	15,096	+5	+9	+14
Eating and drinking places.....	436	410	440	458	493	510	538	544	505	520	474	491	5,819	452	5,400	+8	+9	+4
GAP ² , total.....	1,091	1,064	1,300	1,310	1,386	1,393	1,343	1,424	1,438	1,576	1,646	2,558	17,529	2,309	15,993	+10	+11	+55
General merchandise group.....	585	590	724	735	785	796	749	824	817	896	966	1,564	10,031	1,386	9,051	+11	+13	+62
Department stores.....	342	337	419	444	468	476	434	480	487	532	555	926	5,900	832	5,289	+12	+11	+67
Apparel group.....	259	227	307	295	327	298	286	299	325	357	358	598	3,936	553	3,680	+7	+8	+67
Furniture and appliance group..	247	247	269	280	274	299	308	301	296	323	322	396	3,562	370	3,262	+9	+7	+23
Lumber,bldg.,hdwe.,farm equip.grp	350	348	401	489	533	571	557	514	555	580	463	471	5,832	467	5,839	0	+1	+2
Automotive group.....	977	993	1,103	1,291	1,285	1,250	1,207	1,059	1,061	1,176	1,126	1,261	13,789	1,030	13,152	+5	+22	+12
Gasoline service atations.....	501	475	502	521	551	542	576	566	546	583	562	591	6,516	570	6,269	+4	+4	+5
Drug and proprietary stores.....	205	197	198	191	214	205	213	212	214	227	213	302	2,591	278	2,467	+5	+9	+42
THE SOUTH, TOTAL.....	5,190	5,171	5,702	5,809	6,198	5,994	6,013	5,919	5,687	6,038	5,748	7,385	70,854	6,575	65,872	+8	+12	+28
Durable-goods stores, total....	1,767	1,860	2,067	2,163	2,303	2,228	2,159	2,021	1,990	2,028	1,895	2,323	24,804	1,999	22,603	+10	+16	+23
Nondurable-goods stores, total..	3,423	3,311	3,635	3,646	3,895	3,766	3,865	3,898	3,697	4,010	3,853	5,062	46,050	4,576	43,269	+6	+11	+31
Food group.....	1,308	1,255	1,266	1,282	1,373	1,352	1,456	1,403	1,341	1,469	1,343	1,542	16,390	1,357	15,601	+5	+14	+15
Grocery stores.....	1,247	1,196	1,201	1,212	1,304	1,285	1,381	1,329	1,275	1,403	1,278	1,461	15,572	1,290	14,861	+5	+13	+14
Eating and drinking places.....	306	301	323	345	357	359	381	381	353	354	336	347	4,143	319	3,779	+10	+9	+3
GAP ² , total.....	986	982	1,232	1,188	1,286	1,258	1,220	1,346	1,280	1,422	1,422	2,313	15,935	2,007	14,186	+12	+15	+63
General merchandise group.....	491	500	626	624	673	633	613	680	631	714	748	1,275	8,208	1,104	7,407	+11	+15	+70
Department stores.....	241	238	311	312	337	323	311	351	328	373	385	654	4,164	564	3,693	+13	+16	+70
Apparel group.....	272	254	361	304	333	312	308	349	342	380	364	645	4,224	586	3,891	+9	+10	+77
Furniture and appliance group..	223	228	245	260	280	313	299	317	307	328	310	393	3,503	317	2,888	+21	+24	+27
Lumber,bldg.,hdwe.,farm equip.grp	250	266	344	396	436	418	387	338	352	370								

Table 2.--ESTIMATED MONTHLY SALES OF RETAIL STORES FOR GEOGRAPHIC DIVISIONS, BY KIND OF BUSINESS: DECEMBER 1963 to DECEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1964														1963		Percentage change	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Totals	Dec.	Totals	1964 from 1963	Dec. 1964 from--	
																	Dec. 1963	Nov. 1964
New England Division, total.....	1,238	1,162	1,272	1,313	1,423	1,439	1,417	1,422	1,380	1,427	1,419	1,909	16,821	1,662	15,484	+9	+15	+35
Durable-goods stores.....	376	357	417	477	513	493	430	444	415	417	432	552	5,323	469	4,779	+11	+18	+28
Nondurable-goods stores.....	862	805	855	836	910	946	987	978	965	1,010	987	1,357	11,498	1,193	10,705	+7	+14	+37
Food group.....	340	317	318	318	353	362	403	382	364	386	349	403	4,295	347	4,012	+7	+16	+15
GAF ² , total.....	230	218	263	256	289	305	277	298	306	315	338	593	3,688	505	3,326	+11	+17	+75
General merchandise group.....							C									+11	+23	+83
Middle Atlantic Division, total.....	3,695	3,604	4,011	4,057	4,311	4,232	4,091	4,013	3,982	4,246	4,162	5,377	49,781	4,933	47,478	+5	+9	+29
Durable-goods stores.....	980	991	1,136	1,237	1,304	1,282	1,175	1,143	1,083	1,136	1,146	1,395	14,008	1,216	13,532	+4	+15	+22
Nondurable-goods stores.....	2,715	2,613	2,875	2,820	3,007	2,950	2,916	2,870	2,899	3,110	3,016	3,982	35,773	3,717	33,946	+5	+7	+32
GAF ² , total.....	806	779	983	925	1,025	1,033	932	963	1,042	1,149	1,204	1,869	12,710	1,703	11,715	+8	+10	+55
General merchandise group.....	357	351	430	421	457	462	430	452	493	546	599	988	5,986	861	5,408	+11	+15	+65
East North Central Division, total..	3,931	3,886	4,247	4,497	4,778	4,656	4,581	4,489	4,464	4,882	4,653	5,752	54,816	5,283	51,662	+6	+9	+24
Durable-goods stores.....	1,179	1,210	1,357	1,558	1,574	1,579	1,479	1,370	1,424	1,562	1,455	1,648	17,395	1,472	16,530	+5	+12	+13
Nondurable-goods stores.....	2,752	2,676	2,890	2,939	3,204	3,077	3,102	3,119	3,040	3,320	3,198	4,104	37,421	3,811	35,132	+7	+8	+28
Food group.....	1,044	1,039	1,034	1,033	1,116	1,074	1,126	1,101	1,046	1,142	1,041	1,187	12,983	1,085	12,235	+6	+9	+14
GAF ² , total.....	801	785	968	970	1,023	1,019	965	1,031	1,050	1,148	1,208	1,884	12,852	1,717	11,708	+10	+10	+56
General merchandise group.....	427	433	536	541	577	581	539	594	596	644	706	1,134	7,308	1,024	6,560	+11	+11	+61
West North Central Division, total..	1,585	1,511	1,625	1,757	1,896	1,893	1,977	1,873	1,877	2,003	1,861	2,293	22,151	2,064	21,433	+3	+11	+23
Durable-goods stores.....	534	527	561	640	668	705	747	666	677	692	642	744	7,803	649	7,578	+3	+15	+16
Nondurable-goods stores.....	1,051	984	1,064	1,117	1,228	1,188	1,230	1,207	1,200	1,311	1,219	1,549	14,348	1,415	13,855	+4	+9	+27
Food group.....	346	321	322	326	356	354	383	369	360	394	343	391	4,265	361	4,236	+1	+8	+14
GAF ² , total.....	290	279	332	340	363	374	378	393	388	428	438	674	4,677	592	4,285	+9	+14	+54
General merchandise group.....	158	157	188	194	208	215	210	230	221	252	260	430	2,723	362	2,491	+9	+19	+65
South Atlantic Division, total.....	2,523	2,505	2,789	2,828	3,035	2,938	2,919	2,936	2,786	2,974	2,871	3,732	34,836	3,273	32,224	+8	+14	+30
Durable-goods stores.....	821	861	976	1,028	1,107	1,066	1,003	977	948	973	911	1,109	11,780	942	10,699	+10	+18	+22
Nondurable-goods stores.....	1,702	1,644	1,813	1,800	1,928	1,872	1,916	1,959	1,838	2,001	1,960	2,623	23,056	2,331	21,525	+7	+13	+34
GAF ² , total.....	490	501	637	601	651	641	607	680	660	737	754	1,236	8,195	1,037	7,226	+13	+19	+64
General merchandise group.....	250	257	328	321	345	330	311	346	323	364	397	686	4,258	579	3,874	+10	+18	+73
East South Central Division, total..	963	982	1,092	1,114	1,195	1,144	1,129	1,117	1,103	1,161	1,093	1,372	13,465	1,248	12,312	+9	+10	+26
Nondurable-goods stores.....	628	614	677	689	749	703	713	724	712	772	716	923	8,620	856	8,079	+7	+8	+29
Food group.....							C									+8	+20	+14
GAF ² , total.....	185	184	236	236	251	235	225	243	231	257	245	404	2,932	378	2,700	+9	+7	+65
General merchandise group.....	97	97	121	124	133	123	118	126	121	139	134	225	1,558	216	1,446	+8	+4	+68
West South Central Division, total..	1,704	1,684	1,821	1,867	1,968	1,912	1,965	1,866	1,798	1,903	1,784	2,281	22,553	2,054	21,336	+6	+11	+28
Durable-goods stores.....							C											+26
Nondurable-goods stores.....	1,093	1,053	1,145	1,157	1,218	1,191	1,225	1,215	1,147	1,237	1,177	1,516	14,374	1,389	13,665	+5	+9	+29
Food group.....							C									0	+5	+13
GAF ² , total.....	311	297	359	351	384	382	388	423	389	428	423	673	4,808	592	4,260	+13	+14	+59
General merchandise group.....	144	146	177	179	195	180	184	208	187	211	217	364	2,392	309	2,087	+15	+18	+68
Mountain Division, total.....	765	711	762	795	837	901	907	918	848	879	827	1,034	10,184	1,010	10,402	-2	+2	+25
Nondurable-goods stores.....	511	484	529	527	544	575	603	610	570	583	562	734	6,832	692	6,847	0	+6	+31
Food group.....							C									-1	+11	+19
GAF ² , total.....	133	129	151	150	159	164	163	177	160	169	173	275	2,003	270	1,864	+7	+2	+59
General merchandise group.....	66	66	83	84	88	89	87	98	84	90	95	163	1,093	155	1,022	+7	+5	+72
Pacific Division, total.....	2,750	2,713	2,883	2,958	3,065	3,127	3,159	3,144	3,075	3,130	3,050	3,828	36,882	3,577	34,104	+8	+7	+26
Durable-goods stores.....	941	950	970	1,017	1,038	1,106	1,105	1,059	1,026	1,002	978	1,144	12,336	1,085	11,521	+7	+5	+17
Nondurable-goods stores.....	1,809	1,763	1,913	1,941	2,027	2,021	2,054	2,085	2,049	2,128	2,072	2,684	24,546	2,492	22,583	+9	+8	+30
Food group.....	684	666	686	689	722	694	751	741	721	756	686	784	8,580	719	8,074	+6	+9	+14
GAF ² , total.....	557	550	630	625	659	688	661	703	701	728	762	1,195	8,459	1,110	7,646	+11	+8	+57

Note: Estimates are based on a sample. (See sampling variabilities in table S-2.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown at end of report.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

(C) (c) See footnote to table 1.

Table 3.--ESTIMATED MONTHLY SALES OF RETAIL STORES FOR SELECTED LARGE STATES: DECEMBER 1963 TO DECEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

1964																1963		Percentage change	
State																1964 from 1963	Dec. 1964 from--		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Total	Dec.	Total		Dec. 1963	Nov. 1964	
California.....	2,154	2,109	2,195	2,260	2,354	2,389	2,375	2,336	2,300	2,355	2,344	2,953	28,124	2,783	26,142	+8	+6	+26	
Illinois.....	1,143	1,131	1,276	1,336	1,418	1,384	1,302	1,284	1,282	1,377	1,388	1,663	15,984	1,602	15,048	+6	+4	+20	
Massachusetts.....	586	561	630	665	697	675	630	623	621	643	663	884	7,878	778	7,433	+6	+14	+33	
Michigan.....	853	823	884	952	1,017	984	993	966	983	1,080	1,035	1,293	11,863	1,109	11,008	+8	+17	+25	
New Jersey.....	697	699	802	808	869	851	820	789	773	814	809	1,037	9,768	920	8,993	+9	+13	+28	
New York.....	1,910	1,839	2,028	2,036	2,156	2,114	2,045	2,033	2,027	2,132	2,043	2,599	24,962	2,493	24,014	+4	+4	+27	
Ohio.....	986	977	1,063	1,115	1,176	1,147	1,141	1,151	1,136	1,267	1,163	1,452	13,774	1,340	13,087	+5	+8	+25	
Pennsylvania.....	1,088	1,066	1,181	1,213	1,286	1,267	1,226	1,191	1,182	1,300	1,310	1,741	15,051	1,520	14,471	+4	+15	+33	
Texas.....	1,010	1,021	1,113	1,129	1,192	1,161	1,200	1,141	1,101	1,150	1,055	1,376	13,649	1,228	12,992	+5	+12	+30	

Note: Estimates are based on a sample. (See sampling variabilities in table S-3.)

¹ Preliminary estimate.

Table 4.--ESTIMATED MONTHLY SALES OF RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS: DECEMBER 1963 TO DECEMBER 1964

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	1964													1963		Percentage change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. ¹	Total	Dec.	Total	1964 from 1963	Dec. 1964 from--	
																	Dec. 1963	Nov. 1964
Standard Consolidated Areas ²																		
Chicago, Ill.-Northwestern Ind., total.....	812	802	910	942	986	958	895	888	894	962	988	1,215	11,252	1,145	10,648	+6	+6	+23
GAF ³	C															+10	+6	+41
New York-Northeastern N.J., total.....	1,708	1,666	1,846	1,829	1,951	1,905	1,790	1,751	1,779	1,884	1,847	2,374	22,330	2,216	21,378	+4	+7	+29
GAF ³	412	395	488	456	517	527	464	462	517	562	565	844	6,209	813	5,741	+8	+4	+49
Standard Metropolitan Statistical Areas ²																		
Chicago, Ill., total.....	758	742	853	877	914	889	822	816	821	873	907	1,117	10,389	1,071	9,804	+6	+4	+23
GAF ³	C															+9	+5	+41
Detroit, Mich., total.....	C															+10	+22	+26
GAF ³	C															+22	+21	+60
Los Angeles, Calif., total.....	1,018	963	1,004	1,022	1,061	1,063	1,070	1,060	1,058	1,073	1,092	1,389	12,873	1,337	11,905	+8	+4	+27
GAF ³	C															+14	+6	+56
New York, N. Y., total.....	1,229	1,195	1,308	1,282	1,356	1,326	1,262	1,243	1,274	1,348	1,306	1,673	15,802	1,603	15,248	+4	+4	+28
GAF ³	C															+8	+4	+49
Philadelphia, Pa., total.....	C															+8	+13	+35
GAF ³	C															+12	+18	+59

Note: Estimates are based on a sample. (See sampling variabilities in table S-4.)

¹ Preliminary estimate.² Standard consolidated areas and standard metropolitan statistical areas are shown at end of report.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Symbols Used for the Estimated Sampling Variability Ranges

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percentage change for two or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for two consecutive months is somewhat higher.

Table S-1. ESTIMATED RANGES OF SAMPLING VARIABILITY FOR THE UNITED STATES AND GEOGRAPHIC REGIONS

Kind of business	Dollar volume estimates					Percentage change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b
Dry and proprietary stores.....	A	B	B	B	C	A	B	A	A	B	a	b	a	a	b

Table S-2.--ESTIMATED RANGES OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(1)	A	B	(1)	C	C	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percentage change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(1)	A	A	(1)	B	B	B	A
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(3)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(1)	a	a	(1)	a	b	a	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

(1) Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 6, "Group II Organizations.") (2) More than 10.5 percent. (3) More than 4.5 percent.

Table S-3.--ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STATES

State	Dollar volume sales estimates	Percentage change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	A	a
Texas.....	B	B	a

Table S-4.--ESTIMATED RANGES OF SAMPLING VARIABILITY FOR STANDARD METROPOLITAN STATISTICAL AREAS

Statistical areas	Dollar volume sales estimates		Percentage change from same month a year ago		Percent change over 2 consecutive months	
	Total	GAF	Total	GAF	Total	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	C	B	B	a	b
New York-Northeastern New Jersey.....	B	B	B	B	a	a
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	C	B	B	a	b
Detroit, Mich.....	C	C	B	B	b	b
Los Angeles, Calif.....	B	C	B	B	a	b
New York, N. Y.....	B	C	B	B	a	a
Philadelphia, Pa.....	C	C	B	B	b	b

Nature of the Sample

As described in the regular Monthly Retail Trade Report, the general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National list" stores.)

2. All remaining retail stores are represented by a sample of stores located in 233 Census sample areas. These Census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 233 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

For purposes of developing the geographic area estimates published in this supplementary report, the following criteria were used to select the various components of this sample.

Group II Organizations

Group II organizations are included in the monthly retail sales statistics generally on the basis of data reported separately by county or for a sample of their establishments. These Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for one or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel, and furniture and appliance stores located in the Detroit and Philadelphia Standard Metropolitan Statistical Areas, a criterion of about \$425,000 was used.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled, with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only on a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U. S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the 1963 Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total United States retail sales, exclusive of food store sales, and for no separate kind-of-business category shown in this report do they account for as much as 5 percent of the national total.

Group I Stores

The basic sample design for Group I stores has not been changed. However, for purposes of developing the standard metropolitan statistical area statistics shown in this report for the general merchandise, apparel, and furniture and appliance stores category (GAF), the Group I monthly mail panel of such stores was substantially increased.

Reliability of Data

The monthly dollar volume sales estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimated ranges of the sampling variabilities are shown in tables S-1 through S-4. In order to obtain a measure of the variability of the dollar volume, month-to-month and year-to-year ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The "expected value" refers to that value which could be obtained from a complete enu-

meration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the "expected value" approximately 19 out of 20 times. (The basic Monthly Retail Trade Report contains an illustration of the procedure to obtain a measure of the variability of specific estimates.)

The sampling errors shown are also subject to possible high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

Unpublished Data

Unpublished data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. Unpublished data are provided for individual use only and not for publication. Such data are not sufficiently reliable for publication because their sampling variability is so high relative to the changes from month-to-month or between other periods as to make them potentially misleading. It should be noted that in some cases unpublished figures can

be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained in this manner would be subject to the high sampling variability described above and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties, e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the United States population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Additional Detail Published in the Monthly Retail Trade Report

The regular Monthly Retail Trade Report contains statistics on end-of-month accounts receivable balances of retail stores, in addition to sales data for the United States by detailed kinds of business. That report also includes a more detailed description of the sample design and concepts used in this survey, including kind-of-business classification criteria and the definition of "sales."

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.--NORTHEASTERN INDIANA:

CHICAGO, ILL. STANDARD METROPOLITAN STATISTICAL AREA: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

GARY-HAMMOND-EAST CHICAGO, IND. STANDARD METROPOLITAN STATISTICAL AREA: Lake, Porter counties, Ind.

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N. Y., STANDARD METROPOLITAN STATISTICAL AREA: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

JERSEY CITY, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Hudson County, N. J.

NEWARK, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Essex, Morris, and Union counties, N. J.

PATERSON-CLIFTON-PASSAIC, N. J. STANDARD METROPOLITAN STATISTICAL AREA: Bergen and Passaic counties, N. J.

Middlesex and Somerset counties, N. J.

Selected Standard Metropolitan Statistical Areas

CHICAGO, ILL.: Cook, DuPage, Kane, Lake, McHenry, and Will counties, Ill.

DETROIT, MICH.: Macomb, Oakland, and Wayne counties, Mich.

LOS ANGELES-LONG BEACH, CALIF.: Los Angeles and Orange counties, Calif.

NEW YORK, N. Y.: New York City and Nassau, Rockland, Suffolk, and Westchester counties, N. Y.

PHILADELPHIA, PA.-N. J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pa.; Burlington, Camden, and Gloucester counties, N. J.

Note: The above definitions were issued by the Bureau of the Budget in 1961.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402
—
OFFICIAL BUSINESS
FIRST CLASS MAIL

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

GEOGRAPHIC REGIONS AND DIVISIONS			
NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut <u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii



For release
March 16, 1965

BR-65-1

Sales and End-of-Month Accounts Receivable of Retail Stores for the United States JANUARY 1965

Beginning with the January 1965 report, sales data for geographic regions, divisions, and selected States and standard metropolitan statistical areas which were previously published in the Monthly Retail Area Sales Supplement are included in this report. In addition, a table has been introduced showing the percent change in sales over 2 consecutive months, for all retail stores and for general merchandise, apparel, and furniture (GAF) stores combined, in the 20 largest standard metropolitan statistical areas. National estimates of end-of-month accounts receivable balances owed to retail stores, adjusted for seasonal variations and holiday differences, are also included for the first time in the January 1965 publication. The January report includes adjusted end-of-month accounts receivable data for January 1964 through January 1965; data for January 1959 through December 1963 are available upon request.

PERCENT CHANGE IN SALES OF RETAIL STORES JANUARY 1965 COMPARED WITH JANUARY 1964 UNITED STATES, BY GEOGRAPHIC DIVISION

(Based on data NOT ADJUSTED for seasonal variations and trading day differences)

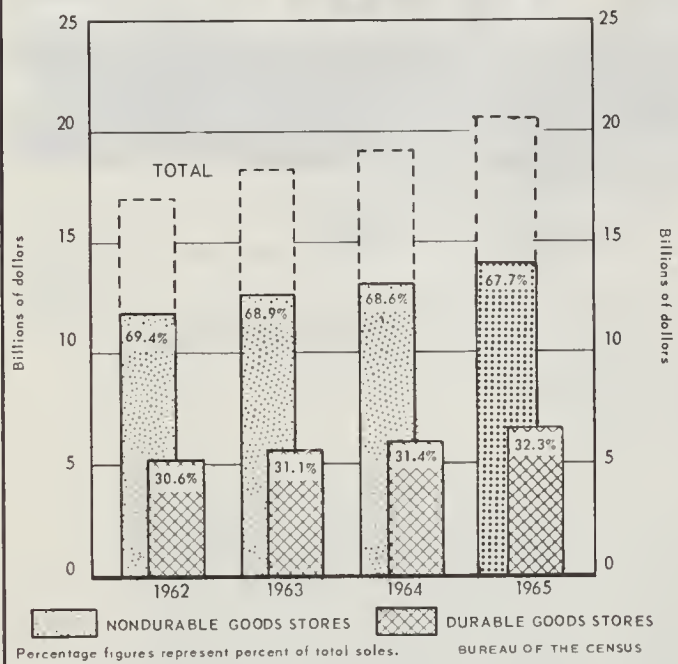


UNITED STATES +7

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

SALES OF ALL RETAIL STORES— JANUARY 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

Total sales of all retail stores in the United States during January 1965 were estimated at \$20.6 billion, 26 percent below sales for December 1964 but 7 percent above January 1964. After adjustment for seasonal variations and trading day differences but not for price changes, January 1965 sales amounted to \$22.9 billion, little changed from December 1964 sales but 9 percent higher than January a year ago. January 1965 adjusted sales of durable-goods stores rose 3 percent from the previous month while adjusted sales of nondurable-goods stores decreased 1 percent from December 1964. Durable-goods stores reported a 14 percent increase on an adjusted basis over January 1964 and nondurable goods stores reported a 6 percent increase from the corresponding month in 1964.

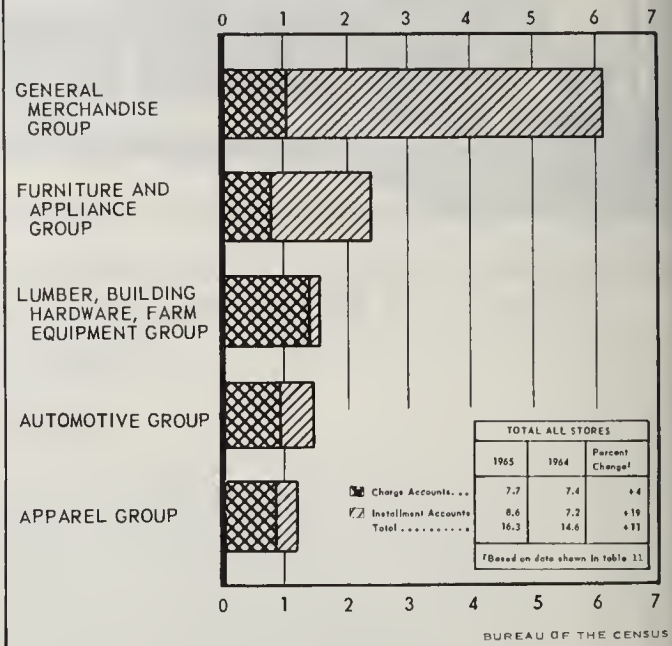
Based on adjusted data in the durable-goods category, January 1965 sales increased from December 1964 for the lumber, building, hardware, and farm equipment group (+6%) and for the automotive group (+2%) whereas a 2 percent decrease was reported for the furniture and appliance group. In the nondurable-goods category, eating and drinking places reported the largest month-to-month increase (+3%) followed by the apparel group with a 2 percent increase and the general merchandise group with an increase of 1 percent. The food group reported a 4 percent decrease from December 1964.

Compared with January 1964, adjusted sales of all major kind-of-business groups increased. In the durable-goods category the increases were: the auto-

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—JANUARY 1965

[Not adjusted for seasonal variations and holiday differences]

(Billions of dollars)



motive group 18 percent; the lumber, building, hardware, and farm equipment group, 10 percent; and the furniture and appliance group, 7 percent. In the nondurable-goods category the year-to-year increases were: the general merchandise group, 13 percent; eating and drinking places, 7 percent; the apparel group, 6 percent; and the food group, 3 percent.

Based on unadjusted data, the 4 regions of the United States had total sales of all retail stores for January 1965, and year-to-year comparisons as follows: the Northeastern States--\$5.3 billion, up 7 percent; the North Central States--\$5.9 billion, up 6 percent; the South--\$5.7 billion, up 7 percent; and the West--\$3.8 billion, up 7 percent.

For the 5 largest Standard Metropolitan Statistical Areas, the total unadjusted retail sales for all stores for January 1965, and year-to-year comparisons were: New York--\$1.3 billion, up 3 percent; Los Angeles-Long Beach, Calif.--\$1.1 billion, up 6 percent; Chicago, Ill.--\$0.8 billion, up 7 percent; Detroit, Mich.--\$0.5 billion, up 15 percent; Philadelphia, Pa.--\$0.5 billion, up 6 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16 billion in total accounts receivable balances owed by customers as of January 31, 1965. After adjustment for seasonal variations and holiday differences but not for price changes, January 1965 total receivable balances were 4 percent above the December 1964 level and 11 percent above January 1964. Compared with January 1964, adjusted installment account balances increased 18 percent and adjusted charge account balances increased 4 percent.

MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES FOR THE UNITED STATES

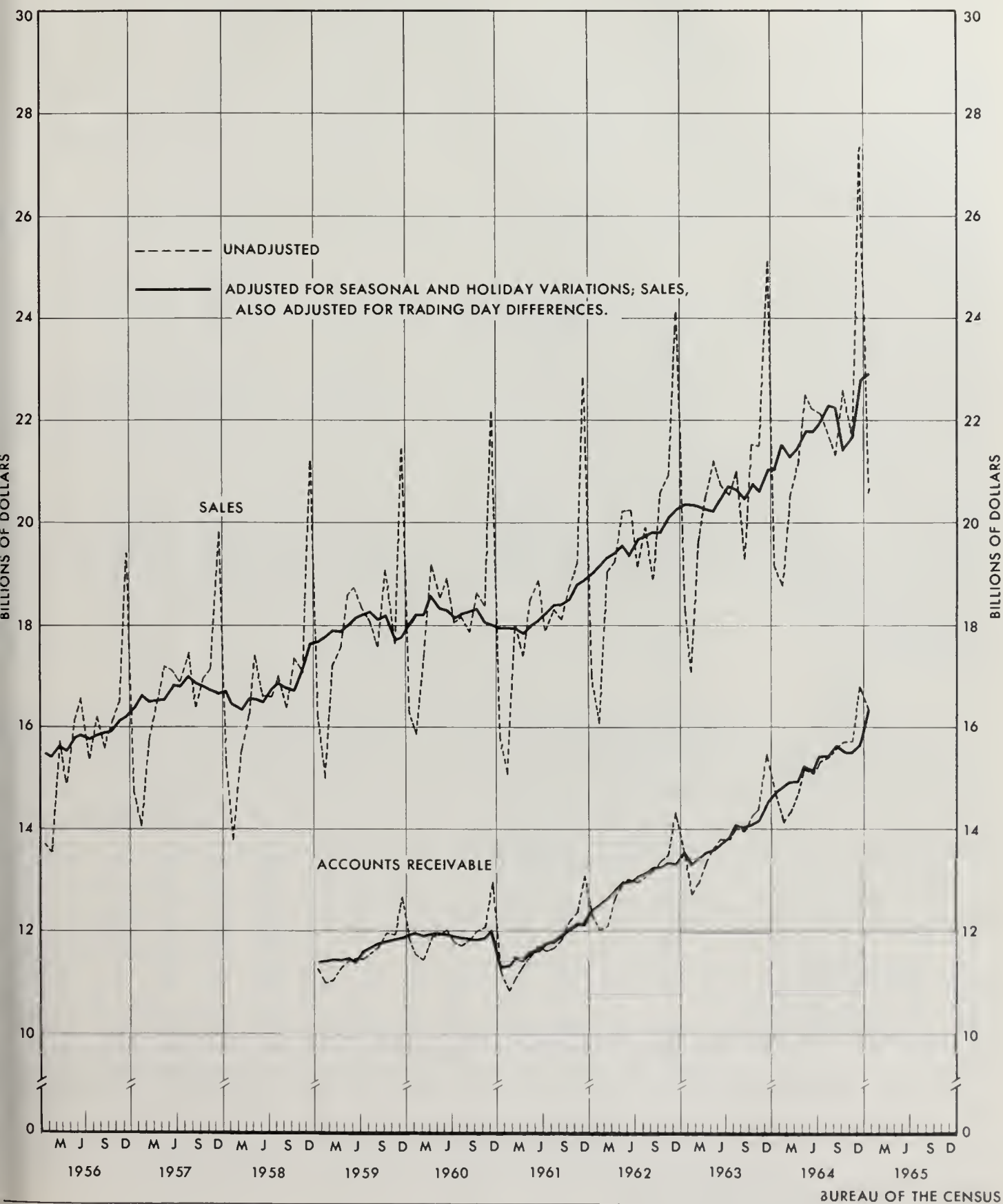


Table 1.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965	1964												Total 1964
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	20,567	19,154	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,605	21,720	27,719	261,630
Durable-goods stores, total.....	6,649	6,031	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,813	8,201	85,116
Nondurable-goods stores, total.....	13,918	13,123	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,907	19,518	176,514
Food group.....	5,249	5,018	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,762	62,191
Grocery stores.....	4,784	4,558	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,546	5,208	56,273
Meat markets.....	120	133	125	129	123	127	127	125	123	117	128	113	130	1,500
Bakery products stores.....	95	93	89	95	94	96	92	88	94	92	99	96	106	1,134
Eating and drinking places.....	1,554	1,436	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,568	1,658	19,401
Eating places.....	1,118	990	964	1,045	1,092	1,179	1,239	1,293	1,308	1,204	1,207	1,118	1,170	13,809
Restaurants, cafeterias, lunchrooms.....	934	831	811	869	895	942	983	1,026	1,047	976	989	921	975	11,265
Drinking places.....	436	446	422	440	455	471	472	503	497	467	481	450	488	5,592
General merchandise group.....	2,069	1,872	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,021	5,048	31,721
Department stores and dry goods, general merchandise stores.....	1,528	1,344	1,320	1,638	1,677	1,800	1,816	1,714	1,865	1,857	2,056	2,180	3,673	22,940
Department stores.....	1,233	1,094	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	2,977	18,631
Variety stores.....	311	289	313	389	361	399	395	398	421	400	430	473	901	5,169
Mail order houses (department store merchandise).....	135	140	146	178	179	173	170	158	195	189	209	262	341	2,340
Apparel group.....	1,097	1,026	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,355	2,324	15,567
Men's, boys' wear stores ²	225	208	176	206	204	240	254	221	220	234	269	273	523	3,028
Men's, boys' clothing, furnishings stores.....	219	202	171	200	196	231	247	214	214	229	261	265	513	2,943
Women's apparel, accessory stores ³	433	407	375	502	463	506	465	427	463	497	547	539	924	6,115
Women's ready-to-wear stores.....	378	347	327	440	406	440	401	364	402	435	480	474	806	5,322
Family clothing stores.....	202	187	178	247	217	252	249	217	249	250	281	270	473	3,070
Shoe stores.....	188	177	156	266	211	233	217	195	212	235	215	210	306	2,633
Furniture and appliance group.....	947	905	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,169	1,488	13,093
Furniture, home furnishings stores.....	628	584	600	638	663	685	735	708	735	696	776	752	890	8,462
Furniture stores.....	463	421	425	443	478	497	543	532	552	508	569	550	680	6,198
Household appliance, TV, radio stores.....	319	321	320	335	341	358	377	390	376	392	406	417	598	4,631
Household appliance dealers.....	225	228	229	241	244	263	282	290	274	285	287	294	417	3,334
Lumber, building, hardware, farm equipment group.....	968	936	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,241	1,242	15,634
Lumber yards, building materials dealers ⁴	553	536	542	616	721	801	879	872	823	814	871	743	643	8,861
Lumber yards.....	358	355	366	403	473	525	580	564	555	544	591	489	412	5,857
Hardware stores.....	194	176	167	182	217	246	250	237	229	231	247	252	349	2,783
Automotive group.....	4,193	3,677	3,684	4,058	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	4,370	48,491
Passenger car, other automotive dealers.....	4,006	3,488	3,505	3,847	4,215	4,289	4,110	3,896	3,611	3,503	3,614	3,471	4,057	45,606
Passenger car dealers ⁵	3,929	3,404	3,412	3,734	4,077	4,141	3,947	3,723	3,436	3,385	3,486	3,357	3,947	44,049
Passenger car dealers (franchised).....	3,634	3,116	3,128	3,429	3,768	3,809	3,648	3,437	3,157	3,124	3,193	3,069	3,677	40,555
Tire, battery, accessory dealers.....	187	189	179	211	238	262	277	263	242	225	244	242	313	2,885
Gasoline service stations.....	1,686	1,566	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,712	1,790	20,295
Drug and proprietary stores.....	723	671	656	680	665	713	705	707	708	701	724	689	966	8,585
Drug stores.....	698	652	636	657	643	689	681	677	679	667	691	661	930	8,263
Liquor stores.....	462	433	427	434	446	485	472	500	489	475	510	518	770	5,959
Data ADJUSTED for seasonal variations and trading day differences														
United States, total.....	22,851	21,000	21,533	21,223	21,392	21,777	21,773	21,935	22,266	22,254	21,383	21,661	22,781	
Durable-goods stores, total.....	7,840	6,855	7,262	6,939	7,010	7,218	7,002	7,060	7,324	7,541	6,496	6,695	7,645	
Nondurable-goods stores, total.....	15,041	14,145	14,271	14,284	14,382	14,559	14,771	14,875	14,942	14,713	14,887	14,966	15,136	
Food group.....	5,200	5,031	4,991	5,112	5,064	5,034	5,202	5,261	5,234	5,250	5,229	5,258	5,409	
Grocery stores.....	4,712	4,548	4,513	4,605	4,574	4,704	4,769	4,769	4,743	4,755	4,736	4,774	4,913	
Eating and drinking places.....	1,698	1,580	1,593	1,584	1,599	1,589	1,623	1,642	1,633	1,600	1,637	1,609	1,653	
General merchandise group.....	2,799	2,481	2,592	2,489	2,514	2,589	2,620	2,686	2,734	2,591	2,664	2,738	2,762	
Department stores.....	1,687	1,464	1,538	1,467	1,467	1,543	1,533	1,580	1,630	1,516	1,568	1,580	1,600	
Variety stores.....	439	410	408	404	421	420	427	443	439	427	429	466	442	
Mail order houses (department store mdse.)..	193	181	197	188	192	190	200	192	205	192	198	191	196	
Apparel group.....	1,325	1,250	1,291	1,228	1,272	1,295	1,322	1,316	1,363	1,285	1,301	1,310	1,300	
Men's, boys' wear stores ²	252	231	246	233	241	250	244	257	269	261	259	261	257	
Women's apparel, accessory stores ³	524	497	505	477	504	502	522	509	519	504	512	517	518	
Shoe stores.....	229	220	214	226	219	223	218	217	224	206	210	229	226	
Furniture and appliance group.....	1,095	1,019	1,073	1,088	1,095	1,080	1,108	1,107	1,094	1,067	1,088	1,098	1,113	
Furniture, home furnishings stores.....	744	671	707	711	701	699	735	709	719	679	703	701	702	
Household appliance, TV, radio stores.....	351	348	366	377	394	381	373	398	375	388	385	397	411	
Lumber, building, hardware, farm equipment group.....	1,394	1,269	1,348	1,277	1,257	1,370	1,339	1,294	1,273	1,285	1,273	1,256	1,310	
Lumber yards, building materials dealers ⁴	805	730	779	727	707	754	765	732	711	729	741	721	742	
Hardware stores.....	251	219	228	209	205	220	227	222	227	237	242	261	262	
Automotive group.....	4,680	3,951	4,162	3,894	4,026	4,126	3,885	3,989	4,259	4,531	3,495	3,685	4,588	
Passenger car, other automotive dealers.....	4,441	3,711	3,925	3,646	3,788	3,880	3,645	3,755	4,025	4,301	3,265	3,428	4,344	
Tire, battery, accessory dealers.....	239	240	237	248	238	246	240	234	234	230	230	257	244	
Gasoline service stations.....	1,756	1,638	1,641	1,629	1,674	1,670	1,683	1,701	1,690	1,695	1,722	1,738	1,755	
Drug and proprietary stores.....	742	694	666	702	689	713	721	726	722	734	739	724	731	
Liquor stores.....	507	471	482	491	486	495	503	495	494	499	503	509	508	

Note: U.S. totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 13, page 14.

¹ Preliminary estimates, see Explanatory Material, page 21.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Table 2.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores January 1965 from--		Kind of business	Percent changes in sales-- all retail stores January 1965 from--	
	January 1964	December 1964		January 1964	December 1964
Based on data NOT ADJUSTED for seasonal variations or trading day differences					
United States, total.....	+7	-26	Furniture and appliance group.....	+5	-36
Durable-goods stores, total.....	+10	-19	Furniture stores.....	+10	-32
Nondurable-goods stores, total.....	+6	-29	Floor coverings stores*.....	-4	-16
Food group.....	+5	-9	Household appliance, TV, radio stores.....	-1	-47
Grocery stores.....	+5	-8	Household appliance stores.....	-1	-46
Meat markets.....	-10	-8	TV, radio stores*.....	+1	-48
Fruit stores, vegetable markets*.....	-11	-22	Lumber, building, hardware, farm equipment group.....	+3	-22
Candy, nut, confectionery stores*.....	+6	-39	Lumber, building materials dealers.....	+3	-14
Bakery products stores.....	+2	-10	Lumber yards.....	+1	-13
Delicatessen stores*.....	+12	-10	Paint, glass, wallpaper stores*.....	+9	-2
Eating and drinking places.....	+8	-6	Heating and plumbing equipment dealers*.....	-29	-21
Eating places.....	+13	-4	Hardware stores.....	+10	-44
Restaurants, cafeterias, lunchrooms.....	+12	-4	Farm equipment dealers*.....	-1	-12
Drinking places.....	-2	-11	Automotive group.....	+14	-4
General merchandise group.....	+11	-59	Passenger car dealers.....	+15	-1
Department stores and dry goods, general	+14	-58	Passenger car dealers (franchised).....	+17	-1
merchandise stores.....	+13	-59	Tire, battery, accessory dealers.....	-1	-40
Department stores.....	+8	-65	Gasoline service stations.....	+8	-6
Variety stores.....	+8	-65	Fuel, fuel oil dealers*.....	+7	+2
Mail order houses (department store			Fuel dealers, except fuel oil*.....	+1	0
merchandise).....	-4	-60	Fuel oil dealers*.....	+11	+4
Apparel group.....	+7	-53	Drug and proprietary stores.....	+8	-25
Men's, boys' clothing, furnishings stores.....	+8	-57	Drug stores.....	+7	-25
Men's, boys' clothing stores*.....	+12	-55	Liquor stores.....	+7	-40
Men's, boys' furnishings stores*.....	-8	-65	Jewelry stores*.....	+16	-73
Women's ready-to-wear stores.....	+9	-53	Florists*.....	+9	-32
Family clothing stores.....	+8	-57	Book stores*.....	-7	-20
Women's apparel, accessory, specialty stores*..	0	-55	Stationery stores*.....	-4	-24
Shoe stores.....	+6	-39	Music stores*.....	+24	-44
			Camera, photographic supply stores*.....	-12	-43
			Optical goods stores*.....	+11	+11
			Typewriter stores*.....	-38	-23
Kind of business	Percent changes in sales-- all retail stores January 1965 from--		Kind of business	Percent changes in sales-- all retail stores January 1965 from--	
	January 1964	December 1964		January 1964	December 1964
Based on data ADJUSTED for seasonal variations and trading day differences					
United States, total.....	+9	0	Furniture and appliance group.....	+7	-2
Durable-goods stores, total.....	+14	+3	Furniture, home furnishings stores.....	+11	+6
Nondurable-goods stores, total.....	+6	-1	Household appliance, TV, radio stores.....	+1	-15
Food group.....	+3	-4	Lumber, building, hardware, farm equipment group.....	+10	+6
Grocery stores.....	+4	-4	Lumber, building materials dealers.....	+10	+8
Eating and drinking places.....	+7	+3	Hardware stores.....	+15	-4
General merchandise group.....	+13	+1	Automotive group.....	+18	+2
Department stores.....	+15	+5	Passenger car and other automotive dealers.....	+20	+2
Variety stores.....	+7	-1	Tire, battery, accessory dealers.....	0	-2
Mail order houses (department store			Gasoline service stations.....	+7	0
merchandise).....	+7	-2	Drug and proprietary stores.....	+7	+2
Apparel group.....	+6	+2	Liquor stores.....	+8	0
Men's, boys' wear stores.....	+9	-2			
Women's apparel, accessory stores.....	+5	+1			
Shoe stores.....	+4	+1			

Note: Sampling variabilities, based on unadjusted data, shown in table 13, page 14, for kinds of business without an asterisk. For kinds of business with asterisk, see table 14, page 14.

* See Explanatory Materials, page 22.

NA Not available.

Table 3.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)															
Kind of business	1965	1964												Total 1964	
	Jan.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		
	Data NOT ADJUSTED for seasonal variations or trading day differences														
United States, total.....	4,696	4,478	4,330	4,859	4,858	5,233	5,107	5,169	5,202	5,133	5,637	5,451	7,734	63,191	
Durable-goods stores, total.....	319	310	315	359	390	421	450	457	444	438	436	452	560	5,032	
Nondurable-goods stores, total.....	4,377	4,168	4,015	4,500	4,468	4,812	4,657	4,712	4,758	4,695	5,201	4,999	7,174	58,159	
Food group.....	2,184	2,139	2,035	2,026	2,028	2,184	2,041	2,219	2,082	2,063	2,359	2,041	2,417	25,634	
Grocery stores ¹	2,125	2,086	1,982	1,970	1,975	2,125	1,981	2,158	2,021	1,999	2,293	1,981	2,332	24,903	
Eating and drinking places.....	115	102	100	111	111	120	131	134	138	129	127	120	123	1,446	
General merchandise group.....	1,375	1,262	1,246	1,564	1,592	1,696	1,698	1,605	1,756	1,717	1,877	2,004	3,358	21,375	
Department stores and dry goods, general merchandise stores.....	1,016	909	871	1,105	1,148	1,232	1,232	1,155	1,261	1,243	1,360	1,426	2,377	15,319	
Department stores.....	887	790	763	968	1,002	1,074	1,075	1,003	1,089	1,079	1,182	1,247	2,089	13,361	
Variety stores.....	229	216	238	304	281	306	304	299	320	305	330	350	675	3,928	
Apparel group.....	263	247	228	365	304	350	335	292	329	341	361	367	626	4,145	
Men's, boys' wear stores ²	28	26	22	29	26	33	32	26	25	28	36	37	67	387	
Women's apparel, accessory stores ³	106	97	95	147	132	148	144	125	143	140	153	161	272	1,757	
Women's ready-to-wear stores.....	98	89	88	135	122	136	132	114	133	130	141	150	250	1,620	
Shoe stores.....	74	73	66	119	86	100	94	82	91	103	90	91	147	1,142	
Furniture and appliance group.....	86	78	83	96	92	103	105	103	104	108	111	117	146	1,246	
Tire, battery, accessory dealers.....	80	75	72	82	96	106	115	108	101	93	104	102	142	1,196	
Drug and proprietary stores.....	149	140	138	148	141	152	152	153	151	154	160	155	252	1,896	
Liquor stores.....	95	91	93	98	97	102	97	100	103	100	112	114	184	1,291	
	Data ADJUSTED for seasonal variations and trading day differences														
United States, total.....	5,363	5,089	5,111	5,126	5,105	5,165	5,240	5,311	5,366	5,296	5,309	5,382	5,440		
Grocery stores.....	2,045	2,041	2,018	2,055	2,030	1,999	2,066	2,084	2,083	2,105	2,113	2,110	2,174		
Eating and drinking places.....	124	111	110	112	112	115	127	126	130	125	123	122	122		
General merchandise group.....	1,897	1,698	1,743	1,721	1,718	1,768	1,759	1,791	1,830	1,755	1,783	1,830	1,819		
Department stores.....	1,223	1,057	1,090	1,075	1,049	1,110	1,087	1,124	1,154	1,093	1,113	1,147	1,145		
Variety stores.....	336	318	318	319	329	320	324	329	328	327	325	344	330		
Apparel group.....	355	336	337	326	343	348	349	351	369	337	341	349	353		
Men's, boys' wear stores ²	33	31	33	29	31	34	32	33	33	33	33	32	32		
Women's apparel, accessory stores ³	151	139	140	136	151	146	153	149	156	142	144	149	148		
Shoe stores.....	94	94	90	98	91	95	91	96	103	92	90	100	100		
Tire, battery, accessory dealers.....	105	99	98	96	96	99	100	96	100	97	100	106	103		
Drug and proprietary stores.....	159	152	148	157	147	157	156	161	158	165	167	160	163		

¹ Based on weekly sales figures converted to calendar month totals. January 1965 weekly sales (in millions of dollars) were as follows: For week ending January 2 = 481; January 9 = 502; January 16 = 488; January 23 = 483; January 30 = 489.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 4 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)														
Kind of business	1965	1964												Total 1964
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
	Data NOT ADJUSTED for seasonal variations or trading day differences													
United States, total.....	5,707	5,328	5,143	5,773	5,819	6,253	6,109	6,157	6,230	6,186	6,766	6,566	9,280	75,610
Food group.....	2,521	2,413	2,288	2,273	2,272	2,444	2,292	2,503	2,384	2,358	2,679	2,359	2,798	29,063
Grocery stores.....	2,432	2,334	2,211	2,190	2,192	2,359	2,206	2,413	2,290	2,262	2,580	2,265	2,672	27,974
Eating and drinking places.....	179	148	139	156	158	171	190	196	200	187	191	185	193	2,114
General merchandise group.....	1,508	1,372	1,368	1,708	1,734	1,849	1,860	1,731	1,896	1,858	2,035	2,196	3,718	23,325
Department stores and dry goods, general merchandise stores.....	1,130	1,006	976	1,232	1,277	1,369	1,382	1,267	1,385	1,370	1,503	1,585	2,687	17,039
Department stores.....	968	861	843	1,065	1,100	1,178	1,190	1,085	1,182	1,180	1,296	1,367	2,299	14,646
Drug and proprietary stores.....	183	165	162	172	163	180	182	185	187	188	193	187	304	2,268

Note: U.S. and group totals include kinds of business not shown separately.

¹ Preliminary estimates, see Explanatory Material, page 21.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965	1964												Total 1964	Percent change, Jan. 1965 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Jan. 1964	Dec. 1964
THE NORTHEASTERN STATES																
TOTAL.....	5,297	4,933	4,766	5,283	5,370	5,734	5,671	5,508	5,435	5,362	5,673	5,581	7,337	66,653	+7	-28
Durable-goods stores, total.....	1,508	1,356	1,348	1,553	1,714	1,817	1,775	1,605	1,587	1,498	1,553	1,578	1,964	19,348	+11	-23
Nondurable-goods stores, total.....	3,789	3,577	3,418	3,730	3,656	3,917	3,896	3,903	3,848	3,864	4,120	4,003	5,373	47,305	+6	-29
Food group.....	1,500	1,435	1,373	1,385	1,381	1,484	1,450	1,564	1,470	1,438	1,552	1,406	1,626	17,564	+5	-8
Grocery stores.....	1,270	1,208	1,152	1,152	1,159	1,249	1,217	1,324	1,237	1,204	1,310	1,178	1,360	14,750	+5	-7
Eating and drinking places.....	448	423	409	447	466	508	528	542	541	500	500	464	495	5,823	+6	-9
Apparel group, total.....	1,079	1,036	997	1,246	1,181	1,314	1,338	1,209	1,261	1,348	1,464	1,542	2,504	16,440	+4	-57
General merchandise group.....	505	447	435	537	529	585	608	567	598	635	695	764	1,323	7,723	+13	-62
Department stores.....	321	280	263	333	330	368	383	345	364	402	440	464	806	4,778	+15	-60
Apparel group.....	349	340	306	439	376	435	430	343	367	419	443	440	741	5,079	+3	-53
Furniture and appliance group.....															-10	-49
Auto, bldg., hdwe., farm equip. grp..	294	284	276	301	307	325	327	342	338	314	317	307	312	3,750	+4	-24
Home service stations.....	164	153	146	151	146	152	160	160	157	161	166	158	211	1,921	+7	-22
Proprietary stores.....																
THE NORTH CENTRAL STATES																
TOTAL.....	5,861	5,516	5,397	5,872	6,254	6,674	6,549	6,558	6,362	6,341	6,885	6,514	8,030	76,952	+6	-27
Durable-goods stores, total.....	1,876	1,713	1,737	1,918	2,198	2,242	2,284	2,226	2,036	2,101	2,254	2,097	2,406	25,212	+10	-22
Nondurable-goods stores, total.....	3,985	3,803	3,660	3,954	4,056	4,432	4,265	4,332	4,326	4,240	4,631	4,417	5,624	51,740	+5	-29
Food group.....	1,437	1,390	1,360	1,356	1,359	1,472	1,428	1,509	1,470	1,406	1,536	1,384	1,574	17,244	+3	-9
Grocery stores.....	1,326	1,276	1,253	1,246	1,248	1,349	1,302	1,386	1,345	1,288	1,412	1,268	1,441	15,814	+4	-8
Eating and drinking places.....	454	436	410	440	458	493	510	538	544	505	520	474	491	5,819	+4	-8
Apparel group, total.....	1,181	1,091	1,064	1,300	1,310	1,386	1,393	1,343	1,424	1,438	1,576	1,646	2,554	17,525	+8	-54
General merchandise group.....	631	585	590	724	735	785	796	749	824	817	896	966	1,540	10,007	+8	-59
Department stores.....	379	342	337	419	444	468	476	434	480	487	532	555	916	5,890	+11	-59
Apparel group.....	286	259	227	307	295	327	298	286	299	325	357	358	600	3,938	+10	-52
Furniture and appliance group.....	264	247	247	269	280	274	299	308	301	296	323	322	414	3,580	+7	-36
Auto, bldg., hdwe., farm equip. grp..	336	350	348	401	489	533	571	557	514	555	580	463	473	5,834	-4	-29
Home service group.....	1,141	977	993	1,103	1,291	1,285	1,250	1,207	1,059	1,061	1,176	1,126	1,256	13,784	+17	-9
Home service stations.....	560	501	475	502	521	551	542	576	566	546	583	562	595	6,520	+12	-6
Proprietary stores.....	222	205	197	198	191	214	205	213	212	214	227	213	299	2,588	+8	-26
THE SOUTH																
TOTAL.....	5,651	5,190	5,171	5,702	5,809	6,198	5,994	6,013	5,919	5,687	6,038	5,748	7,458	70,927	+9	-24
Durable-goods stores, total.....	1,980	1,767	1,860	2,067	2,163	2,303	2,228	2,159	2,021	1,990	2,028	1,895	2,371	24,852	+12	-16
Nondurable-goods stores, total.....	3,671	3,423	3,311	3,635	3,646	3,895	3,766	3,865	3,898	3,697	4,010	3,853	5,087	46,075	+7	-28
Food group.....	1,378	1,308	1,255	1,266	1,282	1,373	1,352	1,456	1,403	1,341	1,469	1,343	1,535	16,383	+5	-10
Grocery stores.....	1,318	1,247	1,196	1,201	1,212	1,304	1,285	1,381	1,329	1,275	1,403	1,278	1,458	15,569	+6	-10
Eating and drinking places.....	353	306	301	323	345	357	359	381	381	353	354	336	357	4,153	+15	-1
Apparel group, total.....	1,132	986	982	1,232	1,188	1,286	1,258	1,220	1,346	1,280	1,422	1,422	2,331	15,953	+15	-51
General merchandise group.....	546	491	500	626	624	673	633	613	680	631	714	748	1,280	8,213	+11	-57
Department stores.....	275	241	238	311	312	337	323	311	351	328	373	385	656	4,166	+14	-58
Apparel group.....	309	272	254	361	304	333	312	308	349	342	380	364	652	4,231	+14	-53
Furniture and appliance group.....	277	223	228	245	260	280	313	299	317	307	328	310	399	3,509	+24	-31
Auto, bldg., hdwe., farm equip. grp..	285	250	266	344	396	436	418	387	338	352	370	329	339	4,215	+14	-c
Home service group.....	1,267	1,160	1,210	1,314	1,355	1,412	1,312	1,290	1,170	1,146	1,159	1,073	1,337	14,938	+9	-5
Home service stations.....	503	471	444	477	486	512	538	543	538	496	511	501	531	6,048	+7	-5
Proprietary stores.....	196	181	180	188	186	201	196	190	193	185	191	185	257	2,333	+8	-24
THE WEST																
TOTAL.....	3,758	3,515	3,424	3,645	3,753	3,902	4,028	4,066	4,062	3,923	4,009	3,877	4,894	47,098	+7	-23
Durable-goods stores, total.....	1,285	1,195	1,177	1,203	1,285	1,331	1,432	1,409	1,367	1,304	1,298	1,243	1,460	15,704	+8	-12
Nondurable-goods stores, total.....	2,473	2,320	2,247	2,442	2,468	2,571	2,596	2,657	2,695	2,619	2,711	2,634	3,434	31,394	+7	-28
Food group.....	934	885	861	884	876	919	884	955	940	914	971	884	1,027	11,000	+6	-9
Grocery stores.....	870	827	794	807	795	837	809	880	869	845	906	822	949	10,140	+5	-8
Eating and drinking places.....	299	271	266	275	278	292	314	335	339	313	314	294	315	3,606	+10	-5
Apparel group, total.....	721	690	679	781	775	818	852	824	880	861	897	935	1,471	10,460	+4	-49
General merchandise group.....	387	349	350	416	422	436	454	451	489	467	496	543	905	5,778	+11	-57
Department stores.....															+12	-57
Apparel group.....	153	155	140	176	165	187	198	181	194	203	196	193	331	2,310	-1	-54
Furniture and appliance group.....															-3	-c
Auto, bldg., hdwe., farm equip. grp..																
Home service stations.....															+6	-7
Proprietary stores.....															+7	-29

Note: Estimates are based on a sample. (See sampling variability in table 15.) Totals include data for kinds of business not shown separately.
Stores in geographic regions are shown on page 27.

Preliminary estimates.

Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965	1964												Total 1964	Percent change	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Jan. 1965 from--	
															Jan. 1964	Dec. 1964
New England Division, total.....	1,397	1,238	1,162	1,272	1,313	1,423	1,439	1,417	1,422	1,380	1,427	1,419	1,936	16,848	+13	-28
Durable-goods stores.....	435	376	357	417	477	513	493	430	444	415	417	432	568	5,339	+16	-23
Nondurable-goods stores.....	962	862	805	855	836	910	946	987	978	965	1,010	987	1,368	11,509	+12	-30
Food group.....	374	340	317	318	318	353	362	403	382	364	386	349	405	4,297	+10	-8
GAF ² , total.....	233	230	218	263	256	289	305	277	298	306	315	338	616	3,711	+1	-62
General merchandise group.....															+18	-67
Middle Atlantic Division, total.....	3,900	3,695	3,604	4,011	4,057	4,311	4,232	4,091	4,013	3,982	4,246	4,162	5,401	49,805	+6	-28
Durable-goods stores.....	1,073	980	991	1,136	1,237	1,304	1,282	1,175	1,143	1,083	1,136	1,146	1,396	14,009	+9	-23
Nondurable-goods stores.....	2,827	2,715	2,613	2,875	2,820	3,007	2,950	2,916	2,870	2,899	3,110	3,016	4,005	35,796	+4	-29
GAF ² , total.....	846	806	779	983	925	1,025	1,033	932	963	1,042	1,149	1,204	1,888	12,729	+5	-55
General merchandise group.....	399	357	351	430	421	457	462	430	452	493	546	599	1,003	6,001	+12	-60
East North Central Division, total....	4,178	3,931	3,886	4,247	4,497	4,778	4,656	4,581	4,489	4,464	4,882	4,653	5,738	54,802	+6	-27
Durable-goods stores.....	1,294	1,179	1,210	1,357	1,558	1,574	1,579	1,479	1,370	1,424	1,562	1,455	1,656	17,403	+10	-22
Nondurable-goods stores.....	2,884	2,752	2,676	2,890	2,939	3,204	3,077	3,102	3,119	3,040	3,320	3,198	4,082	37,399	+5	-29
Food group.....	1,089	1,044	1,039	1,034	1,033	1,116	1,074	1,126	1,101	1,046	1,142	1,041	1,187	12,983	+4	-8
GAF ² , total.....	858	801	785	968	970	1,023	1,019	965	1,031	1,050	1,148	1,208	1,880	12,848	+7	-54
General merchandise group.....	452	427	433	536	541	577	581	539	594	596	644	706	1,115	7,289	+6	-59
West North Central Division, total....	1,683	1,585	1,511	1,625	1,757	1,896	1,893	1,977	1,873	1,877	2,003	1,861	2,292	22,150	+6	-27
Durable-goods stores.....	582	534	527	561	640	668	705	747	666	677	692	642	750	7,809	+9	-22
Nondurable-goods stores.....	1,101	1,051	984	1,064	1,117	1,228	1,188	1,230	1,207	1,200	1,311	1,219	1,542	14,341	+5	-29
Food group.....	348	346	321	322	326	356	354	383	369	360	394	343	387	4,261	+1	-10
GAF ² , total.....	323	290	279	332	340	363	374	378	393	388	428	438	674	4,677	+11	-52
General merchandise group.....	179	158	157	188	194	208	215	210	230	221	252	260	425	2,718	+13	-58
South Atlantic Division, total.....	2,845	2,523	2,505	2,789	2,828	3,035	2,938	2,919	2,936	2,786	2,974	2,871	3,794	34,898	+13	-25
Durable-goods stores.....	951	821	861	976	1,028	1,107	1,066	1,003	977	948	973	911	1,143	11,814	+16	-17
Nondurable-goods stores.....	1,894	1,702	1,644	1,813	1,800	1,928	1,872	1,916	1,959	1,838	2,001	1,960	2,651	23,084	+11	-29
GAF ² , total.....	597	490	501	637	601	651	641	607	680	660	737	754	1,254	8,213	+22	-52
General merchandise group.....	288	250	257	328	321	345	330	311	346	323	364	397	690	4,262	+15	-58
East South Central Division, total....	1,032	963	982	1,092	1,114	1,195	1,144	1,129	1,117	1,103	1,161	1,093	1,372	13,465	+7	-25
Nondurable-goods stores.....	664	628	614	677	689	749	703	713	724	712	772	716	921	8,618	+6	-28
Food group.....															+5	-13
GAF ² , total.....	196	185	184	236	236	251	235	225	243	231	257	245	410	2,938	+6	-52
General merchandise group.....	103	97	97	121	124	133	123	118	126	121	139	134	232	1,565	+6	-56
West South Central Division, total....	1,774	1,704	1,684	1,821	1,867	1,968	1,912	1,965	1,866	1,798	1,903	1,784	2,292	22,564	+4	-23
Durable-goods stores.....															+15	-15
Nondurable-goods stores.....	1,113	1,093	1,053	1,145	1,157	1,218	1,191	1,225	1,215	1,147	1,237	1,177	1,515	14,373	+2	-27
Food group.....															-3	-11
GAF ² , total.....	339	311	297	359	351	384	382	388	423	389	428	423	667	4,802	+9	-49
General merchandise group.....	155	144	146	177	179	195	180	184	208	187	211	217	358	2,386	+8	-57
Mountain Division, total.....	797	765	711	762	795	837	901	907	918	848	879	827	1,026	10,176	+4	-22
Nondurable-goods stores.....	525	511	484	529	527	544	575	603	610	570	583	562	721	6,819	+3	-27
Food group.....															+3	-9
GAF ² , total.....	132	133	129	151	150	159	164	163	177	160	169	173	276	2,004	0	-52
General merchandise group.....	70	66	66	83	84	88	89	87	98	84	90	95	167	1,097	+6	-58
Pacific Division, total.....	2,961	2,750	2,713	2,883	2,958	3,065	3,127	3,159	3,144	3,075	3,130	3,050	3,868	36,922	+8	-23
Durable-goods stores.....	1,013	941	950	970	1,017	1,038	1,106	1,105	1,059	1,026	1,002	978	1,155	12,347	+8	-12
Nondurable-goods stores.....	1,948	1,809	1,763	1,913	1,941	2,027	2,021	2,054	2,085	2,049	2,128	2,072	2,713	24,575	+8	-28
Food group.....	727	684	666	686	689	722	694	751	741	721	756	686	799	8,595	+6	-9
GAF ² , total.....	528	557	550	630	625	659	688	661	703	701	728	762	1,195	8,459	+6	-51

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

Table 7.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR SPECIFIED LARGE STATES

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State	1965	1964												Total 1964	Percent change, Jan. 1965 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Jan. 1964	Dec. 1964
California.....	2,311	2,154	2,109	2,195	2,260	2,354	2,389	2,375	2,336	2,300	2,355	2,344	2,999	28,170	+7	-23
Florida.....	704	609	597	650	616	633	609	590	577	581	646	614	855	7,577	+16	-18
Illinois.....	1,220	1,143	1,131	1,276	1,336	1,418	1,384	1,302	1,284	1,282	1,377	1,388	1,702	16,023	+7	-28
Massachusetts.....	680	586	561	630	665	697	675	630	623	621	643	663	888	7,882	+16	-23
Michigan.....	963	853	823	884	952	1,017	984	993	966	983	1,080	1,035	1,284	11,854	+13	-25
New Jersey.....	768	697	699	802	808	869	851	820	789	773	814	809	1,037	9,768	+10	-26
New York.....	1,933	1,910	1,839	2,028	2,036	2,156	2,114	2,045	2,033	2,027	2,132	2,043	2,631	24,994	+1	-27
Pennsylvania.....	1,042	986	977	1,063	1,115	1,176	1,147	1,141	1,151	1,136	1,267	1,163	1,432	13,754	+6	-27
Texas.....	1,199	1,088	1,066	1,181	1,213	1,286	1,267	1,226	1,191	1,182	1,300	1,310	1,733	15,043	+10	-31
Washington.....	1,067	1,010	1,021	1,113	1,129	1,192	1,161	1,200	1,141	1,101	1,150	1,055	1,378	13,651	+6	-23

Note: Estimates are based on a sample. (See sampling variabilities in table 17.)

¹ Preliminary estimates.

Table 8.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	1965	1964												Total 1964	Percent change, Jan. 1965 from Jan. 1964
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		
Standard Consolidated Areas ²															
Chicago, Ill.-Northwestern Ind., total.....	886	812	802	910	942	986	958	895	888	894	962	988	1,253	11,290	+9
GAF ³	229	207	210	277	279	294	298	252	280	286	319	346	508	3,556	+11
New York-Northeastern N.J., total.....	1,795	1,708	1,666	1,846	1,829	1,951	1,905	1,790	1,751	1,779	1,884	1,847	2,384	22,340	+5
GAF ³	417	412	395	488	356	517	527	464	462	517	562	565	852	6,217	+1
Standard Metropolitan Statistical Areas ²															
Chicago, Ill., total.....	811	758	742	853	877	914	889	822	816	821	873	907	1,155	10,427	+7
GAF ³	216	200	200	265	266	280	281	237	265	268	295	328	481	3,366	+8
Detroit, Mich., total.....	500	434	419	437	464	497	468	457	453	498	569	541	674	5,911	+15
GAF ³	100	83	82	95	98	110	105	102	109	122	128	136	222	1,391	+20
Los Angeles-Long Beach, Calif., total.....	1,082	1,018	963	1,004	1,022	1,061	1,063	1,070	1,060	1,058	1,073	1,092	1,414	12,898	+6
GAF ³	230	229	223	250	248	260	276	266	282	274	286	303	473	3,370	0
New York, N.Y., total.....	1,270	1,229	1,195	1,308	1,282	1,356	1,326	1,262	1,243	1,274	1,348	1,306	1,689	15,818	+3
GAF ³	312	315	303	369	346	390	394	346	348	388	420	419	628	4,666	-1
Philadelphia, Pa., total.....	490	462	467	529	527	555	524	496	481	496	538	536	722	6,333	+6
GAF ³	106	101	96	125	116	131	129	113	115	134	146	161	257	1,624	+5

Note: Estimates are based on a sample. (See sampling variabilities in table 18, page 16.)

¹ Preliminary estimates.² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMSA includes Orange County, California.³ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 9.--PERCENT CHANGE IN SALES OF ALL RETAIL AND GAF STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, January 1965 from December 1964		Statistical areas	Percent change, January 1965 from December 1964	
	Total	GAF ¹		Total	GAF ¹
Standard Consolidated Areas ²					
Chicago, Ill.-Northwestern Indiana.....	-29	-55	Detroit, Mich.....	-26	-55
New York-Northeastern N.J.....	-25	-51	Houston, Tex.....	-31	-52
			Kansas City, Mo.-Kansas.....	-28	-57
			Los Angeles-Long Beach, Calif.....	-23	-51
			Minneapolis-St. Paul, Minn.....	-32	-55
			Newark, N.J.....	-22	-53
			New York, N.Y.....	-25	-50
			Paterson-Clifton-Passaic, N.J.....	-24	-55
			Philadelphia, Pa.-N.J.....	-32	-59
			Pittsburgh, Pa.....	-29	-57
			St. Louis, Mo.-Ill.....	-30	-56
			San Francisco-Oakland, Calif.....	-27	-53
			Seattle, Wash.....	-31	-53
			Washington, D.C.-Md.-Va.....	-28	-50
Standard Metropolitan Statistical Areas					
Baltimore, Md.....	-30	-58			
Boston, Mass.....	-27	-58			
Cleveland, Ohio.....	-25	-72			
Chicago, Ill.....	-30	-55			
Cincinnati, Ohio.....	-27	-56			
Dallas, Texas.....	-31	-51			

Note: Sampling variabilities are shown in table 19, page 16.

¹ Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 10.--PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales, January 1965 from--		Area	Percent change in sales, January 1965 from--	
	January 1964	December 1964		January 1964	December 1964
STANDARD METROPOLITAN STATISTICAL AREA			New York-Northeastern New Jersey ¹	+4	-59
Akron, Ohio.....	(NA)	(NA)	New York City.....	+4	-53
Asheville, N.C.....	+6	-64	Newark, N.J.....	-4	-60
Atlanta, Ga.....	+9	-60	Norfolk-Portsmouth, Va.....	-2	-62
Augusta, Ga.....	+6	-56	Oklahoma City, Okla.....	(NA)	(NA)
Baltimore, Md.....	+3	-64	Omaha, Nebr.....	(NA)	(NA)
Baton Rouge, La.....	+12	-56	Peoria, Ill.....	+3	-62
Binghamton, N.Y.....	+9	-68	Philadelphia, Pa.....	+11	-59
Birmingham, Ala.....	+4	-59	Pittsburgh, Pa.....	(NA)	(NA)
Boston, Mass.....	+1	-61	Portland, Oreg.....	+8	-56
Buffalo, N.Y.....	+2	-61	Reading, Pa.....	+16	-56
Canton, Ohio.....	+6	-66	Richmond, Va.....	+4	-63
Chattanooga, Tenn.....	+8	-65	Rochester, N.Y.....	+2	-60
Chicago, Ill.....	+2	-59	Sacramento, Calif.....	0	-60
Cincinnati, Ohio.....	-1	-62	St. Louis, Mo.....	-4	-55
Cleveland, Ohio.....	+4	-59	Salt Lake City, Utah.....	+10	-60
Columbus, Ohio.....	(NA)	(NA)	San Antonio, Tex.....	+9	-54
Corpus Christi, Tex.....	+4	-61	San Diego, Calif.....	+3	-56
Dallas, Tex.....	+12	-56	Savannah, Ga.....	+9	-60
Denver, Colo.....	(NA)	(NA)	Seattle, Wash.....	+10	-59
Des Moines, Iowa.....	+1	-61	Shreveport, La.....	+5	-53
Detroit, Mich.....	+15	-56	South Bend, Ind.....	(NA)	(NA)
El Paso, Tex.....	+1	-59	Spokane, Wash.....	+5	-59
Erie, Pa.....	+7	-67	Springfield, Mo.....	+13	-62
Flint, Mich.....	+10	-64	Springfield, Ohio.....	+1	-64
Fort Wayne, Ind.....	+6	-61	Syracuse, N.Y.....	+2	-64
Grand Rapids, Mich.....	-6	-64	Tacoma, Wash.....	+15	-62
Houston, Tex.....	+13	-55	Tampa-St. Petersburg, Fla.....	0	-56
Indianapolis, Ind.....	+2	-61	Toledo, Ohio.....	+2	-62
Jacksonville, Fla.....	(NA)	(NA)	Trenton, N.J.....	-1	-60
Kansas City, Mo.....	(NA)	(NA)	Tulsa, Okla.....	(NA)	(NA)
Knoxville, Tenn.....	+3	-63	Waco, Tex.....	0	-58
Lancaster, Pa.....	+10	-58	Washington, D.C.....	+11	-60
Lexington, Ky.....	(NA)	(NA)	Wheeling, W.Va.....	+11	-70
Los Angeles-Long Beach, Calif.....	+8	-57	Wichita, Kans.....	(NA)	(NA)
Louisville, Ky.....	+8	-64	Worcester, Mass.....	+8	-62
Macon, Ga.....	0	-62	Youngstown, Ohio.....	+13	-61
Memphis, Tenn.....	-1	-56	CITIES		
Miami, Fla.....	+7	-51	Bridgeport, Conn.....	-20	-66
Milwaukee, Wis.....	+2	-60	Bristol, Tenn.-Va.....	+5	-69
Mobile, Ala.....	0	-65	Duluth, Minn.-Superior, Wis.....	+1	-60
New Orleans, La.....	+5	-54	Minneapolis, Minn.....	+4	-58
			Oakland-Berkeley, Calif.....	+6	-54
			Portsmouth, Ohio.....	(NA)	(NA)
			Rome, Ga.....	+6	-66
			St. Paul, Minn.....	+11	-58
			San Francisco, Calif.....	+13	-49

Note: Data are furnished by Federal Reserve Banks and subject to revision.
(NA) Not available.

¹ The breakdown shown does not include all portions of the area.

Table 11.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars. Data NOT ADJUSTED for seasonal variations and holiday differences)

Kind of business	1965	1964												Percent change, Jan. 1965 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 1964	Dec. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	16,266	14,628	14,123	14,335	14,638	15,197	15,140	15,334	15,412	15,569	15,662	15,729	16,817	+11	-3
Durable-goods stores, total.....	6,602	6,259	6,083	6,131	6,218	6,491	6,647	6,691	6,724	6,833	6,799	6,646	6,885	+5	-4
Nondurable-goods stores, total.....	9,664	8,369	8,040	8,204	8,420	8,706	8,493	8,643	8,688	8,736	8,863	9,083	9,932	+15	-3
Food group.....	346	352	346	344	336	335	338	351	365	368	355	340	361	-2	-4
Grocery stores.....	290	288	283	290	282	286	291	297	299	308	296	284	302	+1	-4
Eating and drinking places.....	140	84	85	86	87	89	91	78	81	79	96	104	129	+67	+9
General merchandise group.....	6,145	4,943	4,723	4,792	4,912	5,121	5,083	5,330	5,414	5,473	5,573	5,728	6,366	+24	-3
Department stores and dry goods, general merchandise stores.....	4,760	3,788	3,587	3,648	3,763	3,897	3,915	4,113	4,177	4,216	4,293	4,378	4,951	+26	-4
Department stores.....	4,213	3,385	3,167	3,241	3,343	3,462	3,475	3,630	3,690	3,726	3,808	3,869	4,392	+24	-4
Mail order houses (department store mdse.)..	1,164	972	960	977	983	1,039	984	1,013	1,041	1,044	1,076	1,109	1,180	+20	-1
Wardrobe group.....	1,237	1,062	962	986	986	1,006	994	1,000	1,007	1,044	1,083	1,110	1,325	+16	-7
Women's ready-to-wear stores.....	529	454	424	459	465	457	438	419	422	442	464	470	575	+17	-8
Furniture and appliance group.....	2,433	2,199	2,143	2,101	2,055	2,104	2,111	2,202	2,251	2,312	2,323	2,316	2,523	+11	-4
Furniture, home furnishings stores.....	1,828	1,675	1,620	1,577	1,556	1,587	1,595	1,696	1,760	1,781	1,783	1,778	1,896	+9	-4
Furniture stores.....	1,640	1,511	1,457	1,411	1,405	1,442	1,434	1,546	1,606	1,615	1,601	1,595	1,708	+9	-4
Household appliance, TV, radio stores.....	605	523	523	524	499	517	516	506	491	531	540	538	627	+16	-4
Household appliance dealers.....	523	461	459	461	437	457	452	446	431	438	452	460	539	+13	-3
Rubber, building, hardware, farm equip. group.	1,639	1,662	1,631	1,682	1,810	1,960	1,968	1,965	1,940	1,948	1,984	1,824	1,684	-1	-3
Lumber yards, building materials dealers ² ...	1,159	1,216	1,185	1,201	1,309	1,384	1,356	1,356	1,355	1,365	1,392	1,301	1,180	-5	-2
Lumber yards.....	831	883	873	857	945	1,003	963	965	960	965	985	910	829	-6	0
Automotive group.....	1,490	1,481	1,442	1,460	1,488	1,553	1,610	1,590	1,614	1,630	1,539	1,563	1,602	+1	-7
Passenger car dealers ³	1,026	992	955	954	997	1,002	1,005	985	1,031	1,052	992	1,015	1,044	+3	-2
Passenger car dealers (franchised).....	955	914	881	887	909	920	930	912	956	980	919	936	972	+4	-2
Tire, battery, accessory dealers.....	407	462	460	472	465	521	571	552	528	517	497	503	510	-12	-20
Gasoline service stations.....	441	451	439	461	457	465	470	460	461	458	460	460	443	-2	0
Other retail stores.....	2,394	2,394	2,352	2,423	2,507	2,564	2,475	2,358	2,279	2,257	2,249	2,284	2,383	0	0
CHARGE ACCOUNTS															
United States, total.....	7,710	7,409	7,126	7,221	7,431	7,718	7,594	7,535	7,502	7,555	7,584	7,611	8,025	+4	-4
Durable-goods stores, total.....	3,520	3,337	3,224	3,268	3,399	3,582	3,657	3,670	3,653	3,720	3,706	3,617	3,644	+5	-3
Nondurable-goods stores, total.....	4,190	4,072	3,902	3,953	4,032	4,136	3,937	3,865	3,849	3,835	3,878	3,994	4,381	+3	-4
Food group.....	338	341	334	333	326	322	325	337	353	356	344	331	353	-1	-4
General merchandise group.....	1,090	1,039	958	916	905	959	928	965	956	951	972	1,015	1,240	+5	-12
Department stores and dry goods, general merchandise stores.....	1,005	950	871	835	823	868	824	848	846	838	867	909	1,145	+6	-12
Department stores.....	850	844	765	721	705	751	708	718	717	697	732	764	983	+1	-1
Wardrobe group.....	888	748	666	689	694	708	705	702	714	748	780	810	972	+19	-9
Furniture and appliance group.....	827	667	648	639	634	655	669	716	729	767	784	788	854	+24	-3
Furniture, home furnishings stores.....	613	486	466	461	478	496	508	556	579	615	621	617	625	+26	-2
Rubber, building, hardware, farm equip. group.	1,467	1,496	1,452	1,490	1,625	1,760	1,775	1,770	1,751	1,741	1,785	1,652	1,516	-2	-3
Lumber yards, building materials dealers ² ...	1,109	1,166	1,136	1,146	1,252	1,328	1,308	1,297	1,289	1,290	1,320	1,250	1,130	-5	-2
Lumber yards.....	801	848	840	822	910	970	936	932	921	919	942	884	801	-6	0
Automotive group.....	916	882	858	849	855	899	915	891	893	921	864	880	928	+4	-1
Passenger car dealers (franchised).....	669	641	620	607	624	632	637	613	624	652	612	642	685	+4	-2
Gasoline service stations.....	432	439	430	447	444	452	457	449	451	449	450	451	433	-2	0
INSTALLMENT ACCOUNTS															
United States, total.....	8,556	7,219	6,997	7,114	7,207	7,479	7,546	7,799	7,910	8,014	8,078	8,118	8,792	+19	-3
Durable-goods stores, total.....	3,082	2,922	2,859	2,863	2,819	2,909	2,990	3,021	3,071	3,113	3,093	3,029	3,241	+5	-5
Nondurable-goods stores, total.....	5,474	4,297	4,138	4,251	4,388	4,570	4,556	4,778	4,839	4,901	4,985	5,089	5,551	+27	-1
General merchandise group.....	5,055	3,904	3,765	3,876	4,007	4,162	4,155	4,365	4,458	4,522	4,601	4,713	5,126	+29	-1
Department stores and dry goods, general merchandise stores.....	3,755	2,838	2,716	2,813	2,940	3,029	3,091	3,265	3,331	3,378	3,426	3,469	3,806	+32	-1
Department stores.....	3,363	2,541	2,402	2,520	2,638	2,711	2,767	2,912	2,973	3,029	3,076	3,105	3,409	+32	-1
Wardrobe group.....	349	314	296	297	292	298	289	298	293	296	303	300	353	+11	-1
Furniture and appliance group.....	1,606	1,532	1,495	1,462	1,421	1,449	1,442	1,486	1,522	1,544	1,539	1,528	1,669	+1	-4
Furniture, home furnishings stores.....	1,215	1,189	1,154	1,116	1,078	1,091	1,087	1,140	1,181	1,166	1,162	1,161	1,271	+2	-4
Household appliance, TV, radio stores.....	392	343	341	346	343	358	355	345	341	379	377	367	399	+14	-2
Rubber, building, hardware, farm equip. group.	172	166	179	192	185	200	193	195	189	207	199	172	168	+4	-1
Automotive group.....	574	599	584	611	633	654	695	699	721	709	675	683	674	-4	-15
Tire, battery, accessory dealers.....	223	267	265	271	278	300	344	339	325	319	303	314	321	-16	-31

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variation in the month-to-month and year-to-year percentage changes. U.S. and group totals include kinds of business not shown separately. Sampling variabilities shown in table 21, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

³ Includes both franchised and nonfranchised car dealers.

Table 11.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

(Millions of dollars. Data ADJUSTED for seasonal variations and holiday differences)

Kind of business	1965	1964												Percent change, Jan. 1965 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 1964	Dec. 1964
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	16,304	14,678	14,793	14,856	14,903	15,170	15,057	15,409	15,415	15,590	15,514	15,487	15,637	+11	+4
Durable-goods stores, total.....	6,800	6,452	6,493	6,471	6,412	6,508	6,542	6,511	6,501	6,678	6,607	6,528	6,696	+5	+2
Nondurable-goods stores, total.....	9,504	8,226	8,300	8,385	8,491	8,662	8,515	8,898	8,914	8,912	8,907	8,959	8,941	+16	+6
Food group.....	351	357	357	351	351	341	341	349	349	355	348	342	350	-2	0
General merchandise group.....	6,062	4,868	4,948	5,009	5,077	5,222	5,135	5,461	5,527	5,507	5,516	5,542	5,570	+25	+9
Department stores.....	4,042	3,241	3,359	3,422	3,485	3,521	3,518	3,714	3,789	3,775	3,765	3,756	3,802	+25	+6
Mail order houses (department store mde.)	1,148	960	996	1,007	1,005	1,038	996	1,041	1,061	1,043	1,071	1,078	1,075	+20	+7
Apparel group.....	1,130	970	968	974	993	1,043	1,040	1,118	1,112	1,086	1,086	1,099	1,090	+16	+4
Women's ready-to-wear stores.....	496	425	430	437	448	460	461	481	476	460	466	466	479	+17	+4
Furniture and appliance group.....	2,377	2,148	2,145	2,146	2,101	2,097	2,117	2,266	2,281	2,340	2,321	2,300	2,365	+11	+1
Furniture, home furnishings stores.....	1,772	1,625	1,620	1,610	1,594	1,585	1,612	1,754	1,782	1,787	1,780	1,769	1,776	+9	0
Furniture stores.....	1,568	1,449	1,457	1,430	1,441	1,436	1,440	1,592	1,611	1,633	1,620	1,618	1,602	+8	-2
Household appliance, TV, radio stores.....	605	523	525	536	507	512	505	512	499	553	541	531	589	+16	+3
Household appliance dealers.....	526	464	461	465	450	453	441	441	438	456	457	454	509	+13	+3
Lumber, building, hardware, farm equipment group.....	1,850	1,880	1,883	1,892	1,889	1,952	1,914	1,806	1,749	1,789	1,805	1,757	1,780	-2	+4
Lumber yards, building materials dealers ² ..	1,288	1,353	1,356	1,376	1,374	1,392	1,355	1,267	1,227	1,256	1,255	1,207	1,225	-5	+5
Lumber yards.....	931	990	999	997	991	1,004	937	886	863	886	900	859	865	-6	+8
Automotive group.....	1,543	1,533	1,551	1,524	1,506	1,535	1,559	1,521	1,590	1,641	1,501	1,538	1,566	+1	-1
Passenger car dealers (franchised).....	982	938	946	919	904	908	916	881	959	1,002	885	919	942	+5	+4
Tire, battery, accessory dealers.....	428	487	496	501	494	520	536	513	504	500	498	497	504	-12	-15
Gasoline service stations.....	455	466	467	469	457	454	452	453	450	458	448	448	467	-2	-3
CHARGE ACCOUNTS															
United States, total.....	7,786	7,477	7,508	7,521	7,528	7,588	7,555	7,576	7,492	7,593	7,464	7,462	7,555	+4	+3
Durable-goods stores, total.....	3,761	3,565	3,582	3,564	3,515	3,561	3,582	3,529	3,466	3,577	3,454	3,468	3,615	+5	+4
Nondurable-goods stores, total.....	4,025	3,912	3,926	3,957	4,013	4,027	3,973	4,047	4,026	4,016	4,010	3,994	3,940	+3	+2
General merchandise group.....	971	925	947	946	971	971	972	1,052	1,047	1,003	1,023	997	973	+5	0
Department stores.....	738	733	754	753	774	766	754	793	792	746	773	747	739	+1	0
Apparel group.....	809	681	678	681	702	744	748	799	806	778	779	783	769	+19	+5
Furniture and appliance group.....	810	653	657	663	646	658	670	754	748	785	766	767	772	+24	+5
Furniture, home furnishings stores.....	603	478	479	486	480	492	512	587	590	610	603	605	577	+26	+5
Lumber, building, hardware, farm equipment group.....	1,673	1,708	1,700	1,709	1,707	1,743	1,727	1,625	1,570	1,590	1,599	1,578	1,603	-2	+4
Lumber yards, building materials dealers ² ..	1,243	1,309	1,315	1,326	1,318	1,337	1,303	1,208	1,161	1,181	1,184	1,154	1,175	-5	+8
Lumber yards.....	907	961	973	966	962	972	906	853	823	839	854	830	839	-6	+8
Automotive group.....	937	902	917	886	865	875	891	865	891	938	827	864	916	+4	+2
Passenger car dealers (franchised).....	673	645	652	626	616	618	628	605	630	676	592	630	675	+4	0
Gasoline service stations.....	447	454	456	456	444	441	440	440	438	449	437	440	457	-2	-2
INSTALLMENT ACCOUNTS															
United States, total.....	8,518	7,201	7,285	7,335	7,375	7,582	7,502	7,833	7,923	7,979	8,050	8,025	8,082	+18	+
Durable-goods stores, total.....	3,039	2,887	2,911	2,907	2,897	2,947	2,960	2,982	3,035	3,101	3,153	3,060	3,081	+5	-
Nondurable-goods stores, total.....	5,479	4,314	4,374	4,428	4,478	4,635	4,542	4,851	4,888	4,896	4,897	4,965	5,001	+27	+1
General merchandise group.....	5,091	3,943	4,001	4,063	4,106	4,251	4,163	4,409	4,480	4,504	4,493	4,545	4,597	+29	+1
Department stores.....	3,304	2,508	2,605	2,669	2,711	2,755	2,764	2,921	2,997	3,029	2,992	3,009	3,063	+32	+
Apparel group.....	321	289	290	293	291	299	292	319	306	308	307	316	321	+11	+
Furniture and appliance group.....	1,565	1,494	1,487	1,478	1,458	1,439	1,450	1,512	1,533	1,559	1,561	1,535	1,585	+5	-
Furniture, home furnishings stores.....	1,169	1,147	1,141	1,124	1,114	1,093	1,100	1,167	1,192	1,177	1,177	1,164	1,199	+2	+
Household appliance, TV, radio stores.....	396	347	346	354	344	346	350	345	341	382	384	371	386	+14	+
Household appliance dealers.....	606	631	634	638	641	660	668	656	699	703	674	674	650	-4	-
Automotive group.....	229	274	276	286	293	312	325	319	306	307	316	312	314	-16	-2
Tire, battery, accessory dealers.....															

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. U.S. and group totals include kinds of business not shown separately. Sampling variabilities shown in table 21, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES:
UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965	1964												Percent change, Jan. 1965 from--	
	Jan. ¹	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 1964	Dec. 1964
Data NOT ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	6,329	5,207	5,012	5,078	5,177	5,377	5,468	5,495	5,560	5,662	5,814	5,937	6,539	+22	-3
Durable-goods stores, total.....	1,193	1,180	1,153	1,152	1,159	1,200	1,262	1,257	1,257	1,286	1,302	1,278	1,290	+1	-8
Nondurable-goods stores, total.....	5,136	4,027	3,859	3,926	4,018	4,177	4,206	4,238	4,303	4,376	4,512	4,659	5,249	+28	-2
General merchandise group.....	4,599	3,587	3,433	3,495	3,595	3,749	3,769	3,801	3,875	3,931	4,047	4,189	4,711	+28	-2
Department stores and dry goods, general merchandise stores.....	3,639	2,818	2,680	2,733	2,829	2,910	2,954	2,988	3,053	3,098	3,189	3,284	3,729	+29	-2
Department stores.....	3,258	2,524	2,369	2,449	2,533	2,606	2,646	2,676	2,730	2,771	2,858	2,934	3,339	+29	-2
Apparel group.....	335	264	247	250	253	248	257	260	247	251	272	278	337	+27	-1
Furniture and appliance group.....	391	365	368	374	358	361	358	364	368	377	382	381	392	+7	0
Tire, battery, accessory dealers.....	245	270	268	273	283	302	338	345	336	337	335	337	341	-9	-28
CHARGE ACCOUNTS															
United States, total.....	1,109	1,055	983	956	940	995	1,012	991	972	981	1,022	1,021	1,163	+5	-5
Durable-goods stores, total.....	312	309	290	290	305	313	336	338	335	344	346	335	313	+1	0
Nondurable-goods stores, total.....	797	746	693	666	635	682	676	653	637	637	676	686	850	+7	-6
General merchandise group.....	445	457	411	381	360	401	391	368	350	339	365	373	497	-3	-10
Department stores and dry goods, general merchandise stores.....	406	413	371	342	321	355	335	314	301	292	317	328	455	-2	-11
Department stores.....	376	383	344	315	293	326	306	285	271	267	293	303	424	-2	-11
Apparel group.....	164	125	116	118	118	119	124	125	122	120	132	134	166	+31	-1
Furniture and appliance group.....	45	41	44	44	42	39	41	42	40	45	47	43	44	+10	+2
INSTALLMENT ACCOUNTS															
United States, total.....	5,220	4,152	4,029	4,122	4,237	4,382	4,456	4,504	4,588	4,691	4,792	4,916	5,376	+26	-3
Durable-goods stores, total.....	881	871	863	862	854	887	926	919	922	942	956	943	977	+1	-10
Nondurable-goods stores, total.....	4,339	3,281	3,166	3,260	3,383	3,495	3,530	3,585	3,666	3,739	3,836	3,973	4,399	+32	-1
General merchandise group.....	4,154	3,130	3,022	3,114	3,235	3,348	3,378	3,433	3,525	3,592	3,682	3,816	4,214	+33	-1
Department stores and dry goods, general merchandise stores.....	3,233	2,405	2,309	2,391	2,508	2,555	2,619	2,674	2,752	2,806	2,872	2,956	3,274	+34	-1
Department stores.....	2,882	2,141	2,025	2,134	2,240	2,280	2,340	2,391	2,459	2,504	2,565	2,631	2,915	+35	-1
Apparel group.....	171	139	131	132	135	129	133	135	125	131	140	144	171	+23	0
Furniture and appliance group.....	346	324	324	330	316	322	317	322	328	332	335	338	348	+7	-1
Data ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	6,326	5,209	5,294	5,329	5,376	5,464	5,497	5,553	5,570	5,622	5,720	5,747	5,886	+21	+7
Durable-goods stores, total.....	1,202	1,193	1,201	1,194	1,194	1,220	1,260	1,238	1,219	1,254	1,290	1,257	1,258	+1	-4
Nondurable-goods stores, total.....	5,124	4,016	4,093	4,135	4,182	4,244	4,237	4,315	4,351	4,368	4,430	4,490	4,628	+28	+11
General merchandise group.....	4,618	3,597	3,662	3,710	3,749	3,818	3,800	3,865	3,904	3,893	3,939	4,023	4,158	+28	+11
Department stores.....	3,275	2,530	2,548	2,601	2,637	2,666	2,670	2,718	2,747	2,751	2,765	2,815	2,918	+29	+12
Apparel group.....	304	240	244	249	252	253	261	283	273	271	282	284	274	+27	+11
Furniture and appliance group.....	388	362	368	375	363	365	363	365	372	382	381	378	374	+7	+4
Tire, battery, accessory dealers.....	255	280	283	291	297	308	322	323	318	322	343	337	333	-9	-23
CHARGE ACCOUNTS															
United States, total.....	1,050	1,002	1,012	991	997	1,008	1,027	1,036	1,000	994	1,022	997	1,013	+5	+4
Durable-goods stores, total.....	340	337	331	317	317	319	331	324	311	321	316	316	316	+1	+8
Nondurable-goods stores, total.....	710	665	681	674	680	689	696	712	689	673	706	681	697	+7	+2
General merchandise group.....	379	390	399	397	404	412	412	418	386	354	382	364	382	-3	-1
Department stores.....	316	323	332	328	332	335	330	327	303	284	308	295	315	-2	0
Apparel group.....	148	113	115	119	118	121	125	132	139	131	136	140	132	+31	+12
Furniture and appliance group.....	48	44	44	46	41	41	41	40	41	46	45	43	41	+9	+17
INSTALLMENT ACCOUNTS															
United States, total.....	5,276	4,207	4,282	4,338	4,379	4,456	4,470	4,517	4,570	4,628	4,698	4,750	4,873	+25	+8
Durable-goods stores, total.....	862	856	870	877	877	901	929	914	908	933	974	941	942	+1	-8
Nondurable-goods stores, total.....	4,414	3,351	3,412	3,461	3,502	3,555	3,541	3,603	3,662	3,695	3,724	3,809	3,931	+32	+12
General merchandise group.....	4,239	3,207	3,263	3,313	3,345	3,406	3,388	3,447	3,518	3,539	3,557	3,659	3,776	+32	+12
Department stores.....	2,959	2,207	2,216	2,273	2,305	2,331	2,340	2,391	2,444	2,467	2,457	2,520	2,603	+34	+14
Apparel group.....	156	127	129	130	134	132	136	151	134	140	146	144	142	+23	+10
Furniture and appliance group.....	340	318	324	329	322	324	322	325	331	336	336	335	333	+7	+2

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 20, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 13.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.5	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(2) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for months.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	(Percent)		Kind of business	(Percent)	
	Range	Median		Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 15-19

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

a = 0 to 1.5 percent
 b = 1.6 to 3.0 percent
 c = 3.1 to 4.5 percent

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
QAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	C	B	B	C	A	B	B	B	B	a	b	b	b	c
Automotive group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Gasoline service stations.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Drug and proprietary stores.....	A	B	B	B	C	A	B	B	B	B	a	a	a	b	b

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(²)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(¹)	A	B	(¹)	C	C	C	B
QAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(²)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(¹)	A	A	(¹)	B	B	B	A
QAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(³)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(¹)	a	a	(¹)	a	b	a	a
QAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	c

(¹) Estimates for food store sales omitted because food firms accounting for more than 30 percent of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.")

(²) More than 10.5 percent.

(³) More than 4.5 percent.

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates	Percent change from same month a year ago	Percent change over 2 consecutive months
California.....	B	B	a
Florida.....	B	B	a
Illinois.....	B	A	a
Massachusetts.....	B	B	b
Michigan.....	B	B	a
New Jersey.....	B	B	b
New York.....	B	A	a
Ohio.....	B	B	a
Pennsylvania.....	B	B	a
Texas.....	B	B	a

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates		Percent change from same month a year ago	
	Total	GAF	Total	GAF
Standard Consolidated Areas				
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B
New York-Northeastern New Jersey.....	B	B	B	B
Standard Metropolitan Statistical Areas				
Chicago, Ill.....	B	B	B	B
Detroit, Mich.....	B	B	B	B
Los Angeles-Long Beach, Calif.....	B	B	B	B
New York, N.Y.....	B	B	B	B
Philadelphia, Pa.-N.J.....	B	B	B	B

Table 19.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

Area	Percent change over 2 consecutive months		Area	Percent change over 2 consecutive months	
	Total	GAF		Total	GAF
Standard Consolidated Areas			Detroit, Mich.....	b	b
Chicago, Ill.-Northwestern Indiana.....	a	b	Houston, Tex.....	a	b
New York-Northeastern New Jersey.....	a	a	Kansas City, Mo.-Kansas.....	b	a
Standard Metropolitan Statistical Areas			Los Angeles-Long Beach, Calif.....	a	b
Baltimore, Md.....	b	b	Minneapolis-St. Paul, Minn.....	a	a
Boston, Mass.....	a	b	Newark, N.J.....	b	b
Buffalo, N.Y.....	a	b	New York, N.Y.....	a	a
Chicago, Ill.....	a	b	Paterson-Clifton-Passaic, N.J.....	b	a
Cleveland, Ohio.....	a	a	Philadelphia, Pa.-N.J.....	b	b
Dallas, Texas.....	a	b	Pittsburgh, Pa.....	b	a
			St. Louis, Mo.-Ill.....	b	b
			San Francisco-Oakland, Calif.....	a	a
			Seattle, Wash.....	b	a
			Washington, D.C.-Md.-Va.....	a	a

Table 20.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 21.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.7	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(2) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

11. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 77.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	84.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3	101.5	91.0	97.4	99.5	100.7	98.5	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	91.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	98.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	37.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	38.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	93.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	83.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
GROUP II STORES																								
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	98.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.5	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	93.4	95.9	93.7	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	83.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	94.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factor shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA: Not available.

Table 23.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLES OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JULY 1964-JUNE 1965

Kind of business	1964						1965					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	99.7	100.1	100.0	101.0	101.6	107.3	99.7	95.5	96.2	98.4	100.3	100.4
Durable-goods stores, total.....	102.8	103.5	102.4	103.1	101.9	102.7	97.1	93.8	94.8	96.8	99.8	101.4
Nondurable-goods stores, total.....	97.0	97.3	97.9	99.3	101.3	111.1	101.9	96.9	97.5	99.7	100.7	99.3
Food group.....	100.6	104.5	103.8	102.1	99.3	103.0	98.7	97.0	98.1	95.8	98.2	99.4
General merchandise group.....	97.5	97.8	99.2	100.9	103.3	114.8	101.9	95.5	95.4	96.9	98.2	99.4
Department stores.....	97.5	97.1	98.4	100.8	102.9	116.4	105.0	94.2	94.3	96.2	98.5	98.1
Mail order houses (department store merchandise).....	97.3	98.1	100.1	100.5	102.9	109.8	101.4	96.5	97.1	97.5	100.4	98.1
Apparel group.....	89.5	90.6	96.1	99.8	101.1	121.8	109.5	99.2	100.2	100.7	96.6	95.1
Women's ready-to-wear stores.....	87.2	88.7	96.0	99.6	100.8	120.1	106.6	98.2	103.9	104.8	99.5	95.1
Furniture and appliance group.....	97.2	98.7	98.7	99.8	100.5	107.0	102.6	100.2	98.3	97.4	100.2	99.1
Furniture, home furnishings stores.....	96.8	98.8	99.7	100.0	100.4	106.8	103.2	100.1	98.1	97.5	100.1	99.1
Furniture stores.....	97.1	99.7	98.9	98.8	98.6	106.6	104.6	100.2	98.7	97.2	100.5	99.1
Household appliance, TV, radio stores.....	98.8	98.3	96.0	99.9	101.4	106.5	100.0	99.9	97.9	98.3	101.0	102.1
Household appliance dealers.....	101.2	98.5	96.0	98.9	101.4	105.8	99.4	99.7	99.4	96.9	100.8	102.1
Lumber, building, hardware, farm equipment group.....	108.8	110.9	108.9	109.9	103.8	94.6	88.6	86.7	88.8	95.7	100.4	102.1
Lumber yards, building materials dealers.....	107.0	110.4	108.7	110.9	107.8	96.3	90.0	87.4	87.1	95.3	99.5	99.1
Lumber yards.....	108.9	111.3	108.9	109.4	105.9	95.8	89.3	87.4	85.7	95.4	100.0	102.1
Automotive group.....	104.6	101.4	99.4	102.6	101.7	102.3	96.5	92.9	95.7	98.8	101.2	103.1
Passenger car dealers (franchised).....	103.5	99.7	97.8	103.8	101.9	103.2	97.3	93.0	96.3	100.6	101.4	101.1
Tire, battery, accessory dealers.....	107.7	104.7	103.3	99.7	101.2	101.2	95.0	92.8	94.2	94.0	100.2	106.1
Gasoline service stations.....	101.6	102.5	99.9	102.7	102.6	94.9	96.9	94.0	98.4	100.1	102.6	104.1
CHARGE ACCOUNTS												
United States, total.....	99.6	100.3	99.6	101.8	102.1	106.2	99.0	94.9	95.4	99.2	101.8	100.1
Durable-goods stores, total.....	104.0	105.4	104.0	107.3	104.3	100.8	93.6	90.0	91.6	96.6	100.7	102.1
Nondurable-goods stores, total.....	95.5	95.6	95.5	96.7	100.0	111.2	104.1	99.4	98.9	101.6	102.9	99.1
General merchandise group.....	91.7	91.3	94.8	95.0	101.8	127.5	112.3	101.4	95.2	94.9	99.1	95.1
Department stores.....	90.5	90.5	93.4	94.7	102.3	133.1	115.1	101.6	94.0	93.0	98.3	93.1
Apparel group.....	87.9	88.6	96.1	100.1	103.5	126.4	109.8	98.1	99.7	100.8	95.3	94.1
Furniture and appliance group.....	94.9	97.5	97.7	102.3	102.7	110.6	102.1	98.8	96.6	97.8	99.4	100.1
Furniture, home furnishings stores.....	94.7	98.1	100.9	102.9	101.9	108.4	101.7	97.1	94.8	99.7	100.8	99.1
Lumber, building, hardware, farm equipment group.....	108.9	111.5	109.5	111.6	104.7	94.6	87.7	85.4	87.1	95.1	101.2	102.1
Lumber yards, building materials dealers.....	107.4	111.0	109.2	111.5	108.3	96.2	89.2	86.4	86.2	94.9	99.4	100.1
Lumber yards.....	109.2	111.9	109.5	110.3	106.5	95.5	88.3	86.4	84.8	94.6	99.9	103.1
Automotive group.....	103.0	100.2	98.2	104.5	101.9	101.3	97.8	93.7	95.6	98.9	102.7	102.1
Passenger car dealers (franchised).....	101.3	99.1	96.4	103.4	101.9	101.5	99.4	95.0	96.7	101.5	102.3	101.1
Gasoline service stations.....	101.4	103.0	99.9	103.0	102.6	94.7	96.7	94.4	98.2	100.2	102.5	104.1
INSTALLMENT ACCOUNTS												
United States, total.....	99.6	99.9	100.3	100.2	101.0	108.5	100.5	96.1	97.2	97.6	98.7	100.1
Durable-goods stores, total.....	101.3	101.2	100.4	98.1	99.0	105.2	101.4	98.4	98.7	97.1	98.7	101.1
Nondurable-goods stores, total.....	98.5	99.0	100.1	101.8	102.5	111.0	99.9	94.5	96.0	97.9	98.7	100.1
General merchandise group.....	99.0	99.5	100.4	102.4	103.7	111.5	99.3	94.0	95.4	97.5	98.0	100.1
Department stores.....	99.7	99.2	100.0	102.8	103.2	111.3	101.8	91.9	94.3	97.3	98.5	100.1
Apparel group.....	93.5	95.7	96.2	98.8	94.9	109.8	108.8	102.2	101.4	100.3	99.9	99.1
Furniture and appliance group.....	98.2	99.3	99.1	98.7	99.6	105.4	102.7	100.8	99.1	97.2	100.6	99.1
Furniture, home furnishings stores.....	97.7	99.1	99.1	98.7	99.7	106.0	103.9	101.4	99.5	96.5	99.8	99.1
Household appliance, TV, radio stores.....	100.0	99.9	99.1	98.7	99.0	103.3	98.9	98.7	98.0	99.7	103.6	101.1
Automotive group.....	106.6	103.1	100.9	100.1	101.3	103.7	94.7	92.0	95.8	98.7	99.3	101.1
Tire, battery, accessory dealers.....	106.4	106.2	104.0	95.8	100.7	102.7	97.2	95.7	94.6	95.0	96.2	101.1
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total.....	99.0	99.8	100.7	101.6	103.1	110.9	100.5	94.8	95.3	96.5	98.6	98.1
Durable-goods stores, total.....	101.6	103.2	102.7	101.3	101.7	102.5	99.4	96.2	96.6	97.0	98.4	100.1
Nondurable-goods stores, total.....	98.1	98.8	100.1	101.7	103.6	113.7	100.8	94.3	94.7	96.3	98.6	99.1
General merchandise group.....	98.2	99.1	100.8	102.6	104.1	113.7	100.2	93.8	94.0	95.9	98.3	99.1
Department stores.....	98.3	99.1	100.5	103.1	104.2	115.1	100.4	92.9	93.9	96.3	98.0	99.1
Apparel group.....	92.0	90.7	92.7	96.3	97.9	122.5	110.0	101.1	100.7	100.6	98.0	98.1
Furniture and appliance group.....	99.8	98.9	98.6	100.0	100.7	104.7	100.9	100.2	100.3	98.7	98.8	99.1
Tire, battery, accessory dealers.....	106.9	105.8	104.6	97.6	100.1	102.3	96.1	94.7	93.5	95.4	98.3	100.1
CHARGE ACCOUNTS												
United States, total.....	95.9	97.6	98.9	100.3	102.5	114.3	105.5	97.0	95.4	95.3	98.8	97.1
Durable-goods stores, total.....	104.3	107.8	107.3	109.6	105.9	99.1	91.8	87.5	91.7	96.1	98.0	103.1
Nondurable-goods stores, total.....	91.7	92.5	94.7	95.7	100.8	122.0	112.3	101.8	97.3	94.9	99.3	94.1
General merchandise group.....	88.0	90.7	95.7	95.6	102.5	130.0	117.5	103.3	94.0	90.8	97.6	90.1
Department stores.....	87.2	89.4	94.1	95.2	102.6	134.8	118.9	103.9	94.1	90.1	97.7	97.1
Apparel group.....	94.9	87.7	91.4	96.7	95.7	125.3	110.6	101.1	99.7	100.5	98.2	91.1
Furniture and appliance group.....	105.0	98.1	97.7	103.8	99.7	107.2	92.9	101.4	97.2	102.1	94.8	101.1
INSTALLMENT ACCOUNTS												
United States, total.....	99.7	100.4	101.1	101.9	103.3	110.0	99.2	94.2	95.2	96.8	98.5	98.1
Durable-goods stores, total.....	100.5	101.5	101.0	98.2	100.2	103.7	102.2	99.4	98.5	97.4	98.5	97.1
Nondurable-goods stores, total.....	99.5	100.1	101.2	103.0	104.3	111.9	98.3	92.7	94.2	96.6	98.4	96.1
General merchandise group.....	99.6	100.2	101.5	103.5	104.3	111.6	98.0	92.5	94.0	96.6	98.4	96.1
Department stores.....	100.0	100.6	101.5	104.4	104.4	112.0	97.4	91.2	93.9	97.2	98.0	99.1
Apparel group.....	89.4	93.5	93.8	95.9	99.8	120.0	109.4	101.1	101.6	100.8	97.8	97.1
Furniture and appliance group.....	99.1	99.0	98.8	99.6	100.8	104.4	101.9	110.0	100.7	98.3	99.3	98.2

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 11 and 12 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

Table 24.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19
Wear group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67
Farmer, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70
Online service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64
Franchised and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58
Wor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06
	GROUP II STORES											
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67
Wear group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00
Franchised and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

U is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

S is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

I is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

C is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

I/C is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

MCD is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage change in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.3 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.8 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and 1.41 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 6.7 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Statistics to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1½ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
TOTAL ACCOUNTS RECEIVABLE												
Group II Stores												
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.85
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.71
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05

Note: See explanatory notes at the end of table 24.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES

New England Division

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division

New York
New Jersey
Pennsylvania

NORTH CENTRAL STATES

East North Central Division

Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

THE SOUTH

South Atlantic Division

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division

Kentucky
Tennessee
Alabama
Mississippi

West South Central Division

Arkansas
Louisiana
Oklahoma
Texas

THE WEST

Mountain Division

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division

Washington
Oregon
California
Alaska
Hawaii

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Pateron-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The six standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

FIRST CLASS MAIL

Current Retail Trade Reports

monthly

RETAIL TRADE

U.S. DEPARTMENT OF COMMERCE, John T. Connor, Secretary
BUREAU OF THE CENSUSFor release
April 13, 1965

BR-65-2

Sales and End-of-Month Accounts Receivable of Retail Stores
for the United States
FEBRUARY 1965

Beginning with the January 1965 report, sales data for geographic regions, divisions, and selected States and standard metropolitan statistical areas which were previously published in the Monthly Retail Area Sales Supplement are included in this report. In addition, a table has been introduced showing the percent change in sales over 2 consecutive months, for all retail stores and for general merchandise, apparel, and furniture (GAF) stores combined, in the 20 largest standard metropolitan statistical areas. National estimates of end-of-month accounts receivable balances owed to retail stores, adjusted for seasonal variations and holiday differences, are also included for the first time in the January 1965 publication. The January report includes adjusted end-of-month accounts receivable data for January 1964 through January 1965; data for January 1959 through December 1963 are available upon request.

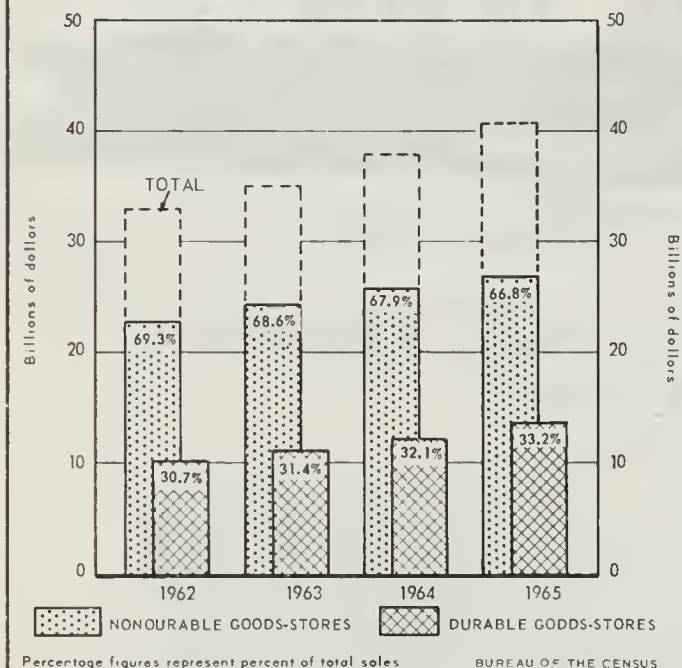
PERCENT CHANGE IN SALES OF RETAIL STORES, JANUARY THROUGH FEBRUARY COMBINED,
1965 FROM 1964: UNITED STATES BY GEOGRAPHIC DIVISION
(Based on data NOT ADJUSTED for seasonal variations and trading day differences)

UNITED STATES +6

THE LIBRARY OF THE
MAY 12 1965UNIVERSITY OF ILLINOIS
U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

SALES OF ALL RETAIL STORES— FIRST TWO MONTHS 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

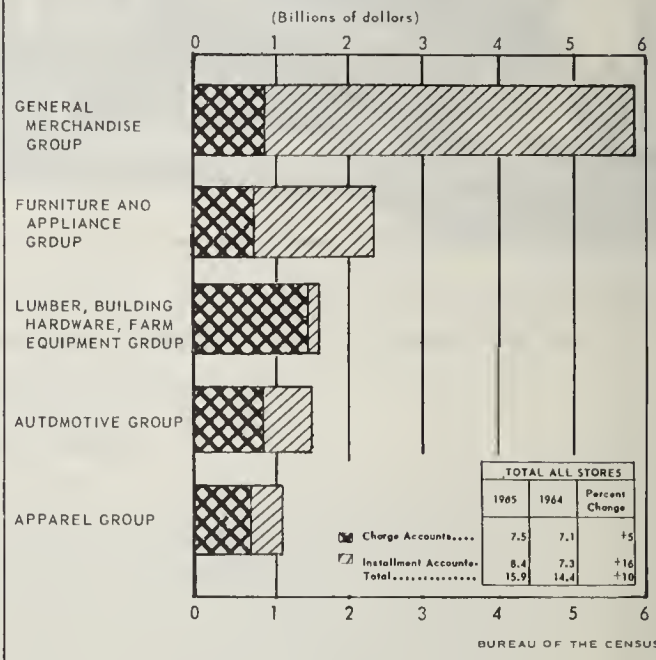
Total sales of all retail stores in the United States during February 1965 were estimated at \$19.7 billion, 4 percent below sales for January 1965 but 5 percent above February 1964. After adjustment for seasonal variations and trading day differences but not for price changes, February 1965 sales amounted to \$23.4 billion, an increase of 2 percent from January 1965 sales and 9 percent higher than February a year ago. February 1965 adjusted sales of both durable-goods stores and nondurable-goods stores increased 2 percent from the previous month. On a year-to-year basis, adjusted sales of durable-goods stores showed a 10 percent increase over February 1964 while adjusted sales of nondurable-goods stores showed an 8 percent increase for the corresponding period.

Based on adjusted data in the durable-goods category, February 1965 sales increased from January 1965 for the automotive group (+4%) whereas, a 2 percent decrease was reported for the furniture and appliance group and a 1 percent decrease for the lumber, building, hardware, farm equipment group. In the nondurable-goods category, eating and drinking places and the food group both showed a 3 percent month-to-month increase while sales of the apparel group showed a 1 percent increase. The general merchandise group remained virtually unchanged.

Compared with February 1964, adjusted sales of all major kind-of-business groups increased. In the durable-goods category the increases were: the automotive group, 18 percent; the lumber, building, hard-

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—FEBRUARY 1965

[Not adjusted for seasonal variations and holiday differences]



ware, and farm equipment group, and the furniture and appliance group, both 1 percent. In the nondurable-goods category the year-to-year increases were: eating and drinking places, 10 percent; general merchandise group, 9 percent; the food group, 7 percent; and the apparel group, 4 percent.

Based on unadjusted data, the 4 regions of the United States had total sales of all retail stores for February 1965, and year-to-year comparisons as follows: the Northeastern States--\$5.0 billion, up 5 percent; the North Central States--\$5.6 billion, up 4 percent; the South--\$5.5 billion, up 7 percent; and the West--\$3.6 billion, up 4 percent.

For the 5 largest Standard Metropolitan Statistical Areas, the total unadjusted retail sales for all stores for February 1965, and the year-to-year comparisons were: New York--\$1.2 billion, down 2 percent; Los Angeles-Long Beach--\$1.0 billion, up 4 percent; Chicago--\$0.8 billion, up 5 percent; Detroit--\$0.5 billion, up 11 percent; and Philadelphia--\$0.5 billion, virtually unchanged.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.9 billion in total accounts receivable balances owed by customers as of February 28, 1965. After adjustment for seasonal variations and holiday differences but not for price changes, February 1965 total receivable balances were 2 percent above the January 1965 level and 10 percent above February 1964. Compared with February 1964, adjusted installment account balances increased 16 percent and adjusted charge account balances increased 5 percent.

**MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES
FOR THE UNITED STATES**

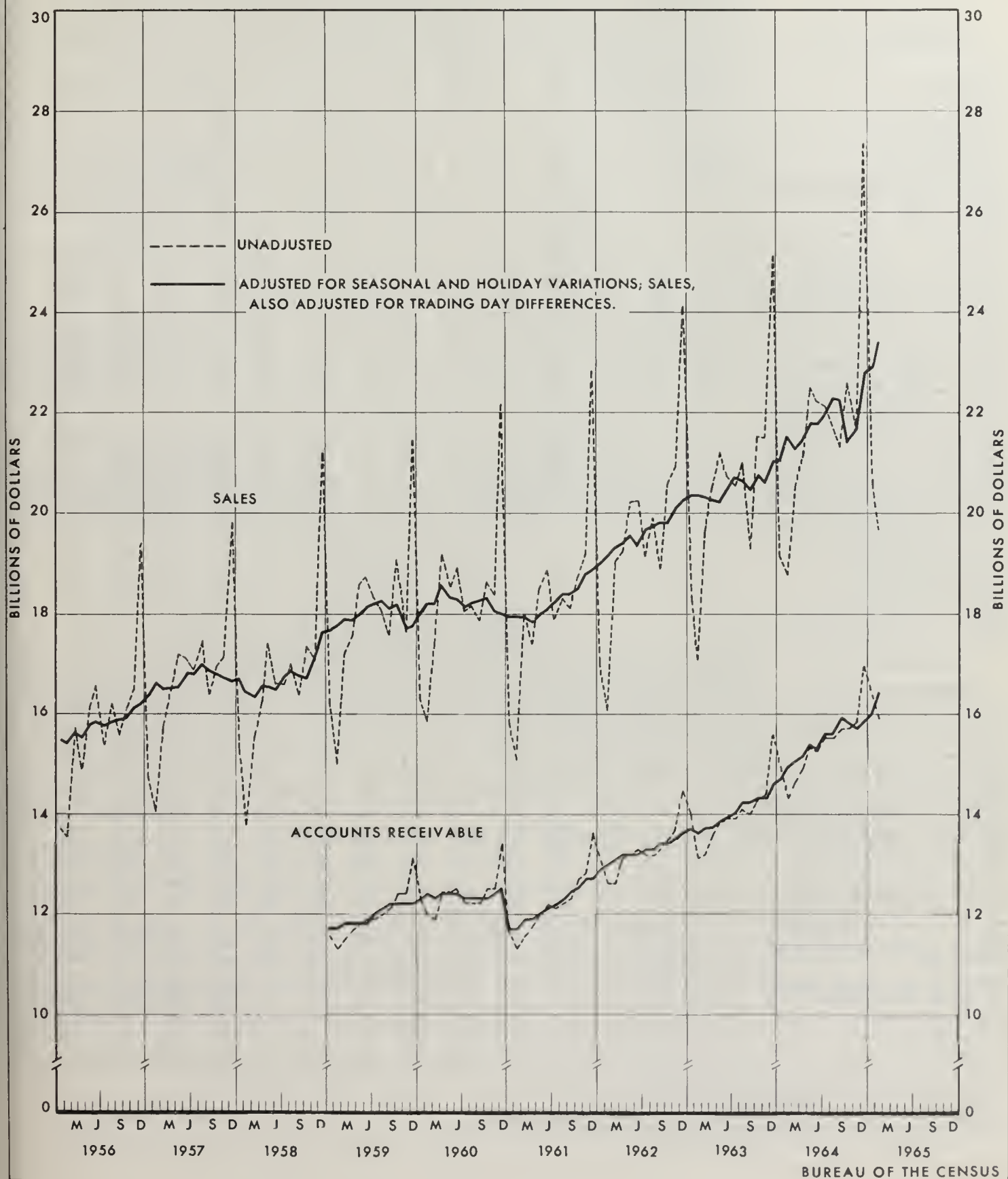


Table 1.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965		1964												Total 2 months	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
	Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	20,581	19,705	18,758	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,605	21,720	27,719	40,286	37,912	
Durable-goods stores, total.....	6,665	6,704	6,122	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,813	8,201	13,369	12,153	
Nondurable-goods stores, total.....	13,916	13,001	12,636	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,907	19,518	26,917	25,759	
Food group.....	5,242	4,869	4,849	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,762	10,111	9,867	
Grocery stores.....	4,786	4,428	4,395	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,546	5,208	9,214	8,953	
Meat markets.....	121	111	125	129	123	127	127	125	123	117	128	113	130	232	258	
Bakery products stores.....	95	92	89	95	94	96	92	88	94	92	99	96	106	187	182	
Eating and drinking places.....	1,559	1,485	1,386	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,568	1,658	3,044	2,822	
Eating places.....	1,114	1,061	964	1,045	1,092	1,179	1,239	1,293	1,308	1,204	1,207	1,118	1,170	2,175	1,954	
Restaurants, cafeterias, lunchrooms.....	937	891	811	869	895	942	983	1,026	1,047	976	989	921	975	1,828	1,642	
Drinking places.....	445	424	422	440	455	471	472	503	497	467	481	450	488	869	868	
General merchandise group.....	2,094	1,981	1,875	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,021	5,048	4,075	3,747	
Department stores and dry goods, general merchandise stores.....	1,549	1,409	1,320	1,638	1,677	1,800	1,816	1,714	1,865	1,857	2,056	2,180	3,673	2,958	2,664	
Department stores.....	1,254	1,142	1,069	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	2,977	2,396	2,163	
Variety stores.....	311	333	313	389	361	399	395	398	421	400	430	473	901	644	602	
Mail order houses (department store merchandise).....	135	147	146	178	179	173	170	158	195	189	209	262	341	282	286	
Apparel group.....	1,100	921	927	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,355	2,324	2,021	1,953	
Men's, boys' wear stores ²	231	183	176	206	204	240	254	221	220	234	269	273	523	414	384	
Men's, boys' clothing, furnishings stores.....	224	178	171	200	196	231	247	214	214	229	261	265	513	402	373	
Women's apparel, accessory stores ³	439	378	375	502	463	506	465	427	463	497	547	539	924	817	782	
Women's ready-to-wear stores.....	382	330	327	440	406	440	401	364	402	435	480	474	806	712	674	
Family clothing stores.....	201	168	178	247	217	252	249	217	249	250	281	270	473	369	365	
Shoe stores.....	183	152	156	266	211	233	217	195	212	235	215	210	306	335	333	
Furniture and appliance group.....	953	904	920	973	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,169	1,488	1,857	1,825	
Furniture, home furnishings stores.....	631	598	600	638	663	685	735	708	735	696	776	752	890	1,229	1,184	
Furniture stores.....	464	428	425	443	478	497	543	532	552	508	569	550	680	892	846	
Household appliance, TV, radio stores.....	322	306	320	335	341	358	377	390	376	392	406	417	598	628	641	
Household appliance dealers.....	228	218	229	241	244	263	282	290	274	285	287	294	417	446	457	
Lumber, building, hardware, farm equipment group.....	957	959	956	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,241	1,242	1,916	1,892	
Lumber yards, building materials dealers ⁴	553	524	542	616	721	801	879	872	823	814	871	743	643	1,077	1,078	
Lumber yards.....	356	332	366	403	473	525	580	564	555	544	591	489	412	688	721	
Hardware stores.....	190	173	167	182	217	246	250	237	229	231	247	252	349	363	343	
Automotive group.....	4,219	4,283	3,684	4,058	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	4,370	8,502	7,361	
Passenger car, other automotive dealers.....	4,032	4,109	3,503	3,847	4,215	4,289	4,110	3,896	3,611	3,503	3,614	3,471	4,057	8,141	6,993	
Passenger car dealers ⁵	3,944	4,019	3,412	3,734	4,077	4,141	3,947	3,723	3,436	3,385	3,486	3,357	3,947	7,963	6,816	
Passenger car dealers (franchised).....	3,641	3,699	3,128	3,429	3,768	3,809	3,648	3,437	3,157	3,124	3,193	3,069	3,677	7,340	6,244	
Tire, battery, accessory dealers.....	187	174	179	211	238	262	277	263	242	225	244	242	313	361	368	
Gasoline service stations.....	1,679	1,573	1,480	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,712	1,790	3,252	3,046	
Drug and proprietary stores.....	716	695	656	680	665	713	705	707	708	701	724	689	966	1,411	1,327	
Drug stores.....	691	671	636	657	643	689	681	677	679	667	691	661	930	1,362	1,288	
Liquor stores.....	455	436	427	434	446	485	472	500	489	475	510	518	770	891	860	
Data ADJUSTED for seasonal variations and trading day differences																
United States, total.....	22,900	23,421	21,533	21,223	21,392	21,777	21,773	21,935	22,266	22,254	21,383	21,661	22,781	46,321	42,533	
Durable-goods stores, total.....	7,855	8,011	7,262	6,939	7,010	7,218	7,002	7,060	7,324	7,541	6,496	6,695	7,645	15,866	14,117	
Nondurable-goods stores, total.....	15,045	15,410	14,271	14,284	14,382	14,559	14,771	14,875	14,942	14,713	14,887	14,966	15,136	30,455	28,416	
Food group.....	5,192	5,354	4,991	5,112	5,064	5,034	5,202	5,261	5,234	5,250	5,229	5,258	5,409	10,546	10,022	
Grocery stores.....	4,714	4,866	4,513	4,605	4,574	4,540	4,704	4,769	4,743	4,755	4,736	4,774	4,913	9,580	9,061	
Eating and drinking places.....	1,704	1,757	1,593	1,584	1,599	1,589	1,623	1,642	1,633	1,600	1,637	1,609	1,653	3,461	3,173	
General merchandise group.....	2,832	2,823	2,592	2,489	2,514	2,589	2,620	2,686	2,734	2,591	2,664	2,738	2,762	5,655	5,073	
Department stores.....	1,715	1,687	1,538	1,467	1,467	1,543	1,533	1,580	1,630	1,516	1,568	1,580	1,600	3,402	3,002	
Variety stores.....	439	456	408	404	421	420	427	443	439	427	429	466	442	895	818	
Mail order houses (department store mdrce.)..	193	196	197	188	192	190	200	192	205	192	198	191	196	389	378	
Apparel group.....	1,327	1,341	1,291	1,228	1,272	1,295	1,322	1,316	1,363	1,285	1,301	1,310	1,300	2,668	2,541	
Men's, boys' wear stores ²	258	268	246	233	241	250	244	257	269	261	259	261	257	526	477	
Women's apparel, accessory stores ³	531	531	505	477	504	502	522	509	519	504	512	517	518	1,062	1,002	
Shoe stores.....	223	219	214	226	219	223	218	217	224	206	210	229	226	442	434	
Furniture and appliance group.....	1,103	1,082	1,073	1,088	1,095	1,080	1,108	1,107	1,094	1,067	1,088	1,098	1,113	2,185	2,092	
Furniture, home furnishings stores.....	748	715	707	711	701	699	735	709	719	679	703	701	702	1,463	1,378	
Household appliance, TV, radio stores.....	355	367	366	377	394	381	373	398	375	388	385	397	411	722	714	
Lumber, building, hardware, farm equipment group.....	1,377	1,358	1,348	1,277	1,257	1,370	1,339	1,294	1,273	1,285	1,273	1,256	1,310	2,735	2,617	
Lumber yards, building materials dealers ⁴	805	751	779	727	707	754	765	732	711	729	741	721	742	1,556	1,509	
Hardware stores.....	245	241	228	209	205	220	227	222	227	237	242	261	262	486	447	
Automotive group.....	4,709	4,894	4,162	3,894	4,026	4,126	3,885	3,989	4,259	4,531	3,495	3,685	4,588	9,603	8,113	
Passenger car, other automotive dealers.....	4,470	4,653	3,925	3,646	3,788	3,880	3,645	3,755	4,025	4,301	3,265	3,428	4,344	9,123	7,636	
Tire, battery, accessory dealers.....	239	241	237	248	238	246	240	234	234	230	230	257	244	480	477	
Gasoline service stations.....	1,749	1,812	1,641	1,629	1,674	1,670	1,683	1,701	1,690	1,695	1,722	1,738	1,755	3,561	3,279	
Drug and proprietary stores.....	734	748	666	702	689	713	721	726	722	734	739	724	731	1,482	1,360	
Liquor stores.....	499	518	482	491	486	495	503	495	494	499	503	509	508	1,017	953	

Note: U.S. totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 13, page 14.

¹ Preliminary estimates, see Explanatory Material, page 21.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Table 2.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	February 1965 from--		2 months from 2 months 1964		February 1965 from--		2 months from 2 months 1964
	February 1964	January 1965			February 1964	January 1965	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+5	-4	+6	Furniture and appliance group.....	-2	-5	+2
Durable-goods stores, total.....	+9	+1	+10	Furniture stores.....	+1	-8	+5
Nondurable-goods stores, total.....	+3	-7	+4	Floor coverings stores*.....	+1	+2	0
Food group.....	0	-7	+2	Household appliance, TV, radio stores.....	-4	-5	-2
Grocery stores.....	+1	-7	+3	Household appliance stores.....	-5	-4	-2
Meat markets.....	-11	-8	-10	TV, radio stores*.....	-2	-5	-1
Fruit stores, vegetable markets*.....	-15	-3	-16	Lumber, building, hardware, farm equip. group...	0	0	+1
Candy, nut, confectionery stores*.....	+13	+11	+10	Lumber, building materials dealers.....	-3	-5	0
Bakery products stores.....	+3	-3	+3	Lumber yards.....	-9	-7	-5
Delicatessen stores*.....	0	-8	+2	Paint, glass, wallpaper stores*.....	+2	+4	+5
Eating and drinking places.....	+7	-5	+8	Heating and plumbing equipment dealers*.....	-21	-18	-24
Eating places.....	+10	-5	+11	Hardware stores.....	+4	-9	+6
Restaurants, cafeterias, lunchrooms.....	+10	-5	+11	Farm equipment dealers*.....	+6	+22	+1
Drinking places.....	0	-5	0	Automotive group.....	+16	+2	+16
General merchandise group.....	+6	-5	+9	Passenger car dealers.....	+18	+2	+17
Department stores and dry goods, general				Passenger car dealers (franchised).....	+18	+2	+18
merchandise stores.....	+7	-9	+11	Tire, battery, accessory dealers.....	-3	-7	-2
Department stores.....	+7	-9	+11	Gasoline service stations.....	+6	-6	+7
Variety stores.....	+6	+7	+7	Fuel, fuel oil dealers*.....	+8	-7	+7
Mail order houses (department store				Fuel dealers, except fuel oil*.....	+4	-3	+2
merchandise).....	+1	+9	-1	Fuel oil dealers*.....	+11	-9	+10
Apparel group.....	-1	-16	+3	Drug and proprietary stores.....	+6	-3	+6
Men's, boys' clothing, furnishings stores.....	+4	-21	+8	Drug stores.....	+6	-3	+6
Men's, boys' clothing stores*.....	-1	-23	+7	Liquor stores.....	+2	-4	+4
Men's, boys' furnishings stores*.....	+3	-8	-1	Jewelry stores*.....	+14	-1	+18
Women's ready-to-wear stores.....	+1	-14	+6	Florists*.....	+15	+5	+12
Family clothing stores.....	-6	-16	+1	Book stores*.....	-6	+28	-8
Women's apparel, accessory, specialty stores*...	-5	-10	-1	Stationery stores*.....	-16	-9	-10
Shoe stores.....	-3	-17	+1	Music stores*.....	+16	+9	+19
				Camera, photographic supply stores*.....	-7	-7	-13
				Optical goods stores*.....	+12	0	+9
				Typewriter stores*.....	-40	-10	-39
Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	February 1965 from--		2 months 1965 from 2 months 1964		February 1965 from--		2 months 1965 from 2 months 1964
	February 1964	January 1965			February 1964	January 1965	

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of businesses with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

(NA) Not available.

Table 3.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS
(Millions of dollars)

Kind of business	1965		1964												Total 2 months	
	Jan.	Feb.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,699	4,368	4,330	4,859	4,858	5,233	5,107	5,169	5,202	5,133	5,637	5,451	7,734	9,067	8,808	
Durable-goods stores, total.....	322	311	315	359	390	421	450	457	444	438	436	452	560	633	625	
Nondurable-goods stores, total.....	4,377	4,057	4,015	4,500	4,468	4,812	4,657	4,712	4,758	4,695	5,201	4,999	7,174	8,434	8,183	
Food group.....	2,184	2,011	2,035	2,026	2,028	2,184	2,041	2,219	2,082	2,063	2,359	2,041	2,417	4,195	4,174	
Grocery stores ¹	2,125	1,952	1,982	1,970	1,975	2,125	1,981	2,158	2,021	1,999	2,293	1,981	2,332	4,077	4,068	
Eating and drinking places.....	115	111	100	111	111	120	131	134	138	129	127	120	123	226	202	
General merchandise group.....	1,375	1,286	1,246	1,564	1,592	1,696	1,698	1,605	1,756	1,717	1,877	2,004	3,358	2,661	2,508	
Department stores and dry goods, general merchandise stores.....	1,016	904	871	1,105	1,148	1,232	1,232	1,155	1,261	1,243	1,360	1,426	2,377	1,920	1,780	
Department stores.....	887	793	763	968	1,002	1,074	1,075	1,003	1,089	1,079	1,182	1,247	2,089	1,680	1,553	
Variety stores.....	229	246	238	304	281	306	304	299	320	305	330	350	675	475	454	
Apparel group.....	263	225	228	365	304	350	335	292	329	341	361	367	626	488	475	
Men's, boys' wear stores ²	28	22	22	29	26	33	32	26	25	28	36	37	67	50	48	
Women's apparel, accessory stores ³	106	93	95	147	132	148	144	125	143	140	153	161	272	199	192	
Women's ready-to-wear stores.....	98	86	88	135	122	136	132	114	133	130	141	150	250	184	177	
Shoe stores.....	74	65	66	119	86	100	94	82	91	103	90	91	147	139	139	
Furniture and appliance group.....	86	84	83	96	92	103	105	103	104	108	111	117	146	170	161	
Tire, battery, accessory dealers.....	80	74	72	82	96	106	115	108	101	93	104	102	142	154	147	
Drug and proprietary stores.....	149	145	138	148	141	152	152	153	151	154	160	155	252	294	278	
Liquor stores.....	95	93	93	98	97	102	97	100	103	100	112	114	184	188	184	
Data ADJUSTED for seasonal variations and trading day differences																
United States, total.....	5,367	5,439	5,111	5,126	5,105	5,165	5,240	5,311	5,366	5,296	5,309	5,382	5,440	10,806	10,200	
Grocery stores.....	2,045	2,133	2,018	2,055	2,030	1,999	2,066	2,084	2,083	2,105	2,113	2,110	2,174	4,178	4,059	
Eating and drinking places.....	124	127	110	112	112	115	127	126	130	125	123	122	122	251	221	
General merchandise group.....	1,897	1,870	1,743	1,721	1,718	1,768	1,759	1,791	1,830	1,755	1,783	1,830	1,819	3,767	3,441	
Department stores.....	1,223	1,180	1,090	1,075	1,049	1,110	1,087	1,124	1,154	1,093	1,113	1,147	1,145	2,403	2,147	
Variety stores.....	336	344	318	319	329	320	324	329	328	327	325	344	330	680	636	
Apparel group.....	355	347	337	326	343	348	349	351	369	337	341	349	353	702	673	
Men's, boys' wear stores ²	33	34	33	29	31	34	32	33	33	33	33	32	32	67	64	
Women's apparel, accessory stores ³	151	145	140	136	151	146	153	149	156	142	144	149	148	296	279	
Shoe stores.....	94	92	90	98	91	95	91	96	103	92	90	100	100	186	184	
Tire, battery, accessory dealers.....	105	106	98	96	96	99	100	96	100	97	100	106	103	211	197	
Drug and proprietary stores.....	159	163	148	157	147	157	156	161	158	165	167	160	163	322	300	

^r Revised.

¹ Based on weekly sales figures converted to calendar month totals. February 1965 weekly sales (in millions of dollars) were as follows: For week ending February 6 = 505; February 13 = 478; February 20 = 486; February 27 = 484.

² Includes men's, boys' clothing; furnishing stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 4 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS
(Millions of dollars)

Kind of business	1965		1964												Total 2 months	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
	Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	5,735	5,380	5,143	5,773	5,819	6,253	6,109	6,157	6,230	6,186	6,766	6,566	9,280	11,115	10,471	
Food group.....	2,515	2,324	2,288	2,273	2,272	2,444	2,292	2,503	2,384	2,358	2,679	2,359	2,798	4,839	4,701	
Grocery stores.....	2,428	2,239	2,211	2,190	2,192	2,359	2,206	2,413	2,290	2,262	2,580	2,265	2,672	4,667	4,545	
Eating and drinking places.....	184	176	139	156	158	171	190	196	200	187	191	185	193	360	287	
General merchandise group.....	1,521	1,430	1,368	1,708	1,734	1,849	1,860	1,731	1,896	1,858	2,035	2,196	3,718	2,951	2,740	
Department stores and dry goods, general																
merchandise stores.....	1,142	1,026	976	1,232	1,277	1,369	1,382	1,267	1,385	1,370	1,503	1,585	2,687	2,168	1,982	
Department stores.....	981	886	843	1,065	1,100	1,178	1,190	1,085	1,182	1,180	1,296	1,367	2,299	1,867	1,704	
Drug and proprietary stores.....	183	178	162	172	163	180	182	185	187	188	193	187	304	361	327	

Note: U.S. and group totals include kinds of business not shown separately.

¹ Preliminary estimates, see Explanatory Material, page 21.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965		1964												Percent change				
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb. 1965 from Jan.-Feb. 1964	Feb. 1965 from--				
														Feb. 1964	Jan. 1965				
THE NORTHEASTERN STATES																			
TOTAL.....	5,276	4,997	4,766	5,283	5,370	5,734	5,671	5,508	5,435	5,362	5,673	5,581	7,337	+6	+5	-5			
Durable-goods stores, total.....	1,498	1,489	1,348	1,553	1,714	1,817	1,775	1,605	1,587	1,498	1,553	1,578	1,964	+10	+10	-1			
Nondurable-goods stores, total....	3,778	3,508	3,418	3,730	3,656	3,917	3,896	3,903	3,848	3,864	4,120	4,003	5,373	+4	+3	-7			
Food group.....	1,483	1,362	1,373	1,385	1,381	1,484	1,450	1,564	1,470	1,438	1,552	1,406	1,626	+1	-1	-8			
Grocery stores.....	1,258	1,149	1,152	1,152	1,159	1,249	1,217	1,324	1,237	1,204	1,310	1,178	1,360	+2	0	-9			
Eating and drinking places.....	447	431	409	447	466	508	528	542	541	500	500	464	495	+6	+5	-4			
GAF ² , total.....	1,091	1,014	997	1,246	1,181	1,314	1,338	1,209	1,261	1,348	1,464	1,542	2,504	+4	+2	-7			
General merchandise group.....	511	485	435	537	529	585	608	567	598	635	695	764	1,323	+13	+11	-5			
Department stores.....	327	296	263	333	330	368	383	345	364	402	440	464	806	+15	+13	-9			
Apparel group.....	351	300	306	439	376	435	430	343	367	419	443	440	741	+1	-2	-15			
Furniture and appliance group.....	229	229	256	270	276	294	300	299	296	294	326	338	440	-9	-11	0			
Lumber, bldg.,hdwe.,farm equip. grp...	C																-1		
Gasoline service stations.....	304	286	276	301	307	325	327	342	338	314	317	307	312	+5	+4	-6			
Drug and proprietary stores.....	164	156	146	151	146	152	160	160	157	161	166	158	211	+7	+7	-5			
THE NORTH CENTRAL STATES																			
TOTAL.....	5,881	5,624	5,397	5,872	6,254	6,674	6,549	6,558	6,362	6,341	6,885	6,514	8,030	+5	+4	-4			
Durable-goods stores, total.....	1,877	1,888	1,737	1,918	2,198	2,242	2,284	2,226	2,036	2,101	2,254	2,097	2,406	+9	+9	+1			
Nondurable-goods stores, total....	4,004	3,736	3,660	3,954	4,056	4,432	4,265	4,332	4,326	4,240	4,631	4,417	5,624	+4	+2	-7			
Food group.....	1,433	1,325	1,360	1,356	1,359	1,472	1,428	1,509	1,470	1,406	1,536	1,384	1,574	0	-3	-8			
Grocery stores.....	1,328	1,225	1,253	1,246	1,248	1,349	1,302	1,386	1,345	1,288	1,412	1,268	1,441	+1	-2	-8			
Eating and drinking places.....	461	439	410	440	458	493	510	538	544	505	520	474	491	+6	+7	-5			
GAF ² , total.....	1,195	1,090	1,064	1,300	1,310	1,386	1,393	1,343	1,424	1,438	1,576	1,646	2,554	+6	+2	-9			
General merchandise group.....	638	609	590	724	735	785	796	749	824	817	896	966	1,540	+6	+3	-5			
Department stores.....	382	349	337	419	444	468	476	434	480	487	532	555	916	+8	+4	-9			
Apparel group.....	293	234	227	307	295	327	298	286	299	325	357	358	600	+8	+3	-20			
Furniture and appliance group.....	264	247	247	269	280	274	299	308	301	296	323	322	414	+3	0	-6			
Lumber, bldg.,hdwe.,farm equip. grp...	330	315	348	401	489	533	571	557	514	555	580	463	473	-8	-9	-5			
Automotive group.....	1,144	1,183	993	1,103	1,291	1,285	1,250	1,207	1,059	1,061	1,176	1,126	1,256	+18	+19	+3			
Gasoline service stations.....	560	515	475	502	521	551	542	576	566	546	583	562	595	+10	+8	-8			
Drug and proprietary stores.....	217	209	197	198	191	214	205	213	212	214	227	213	299	+6	+6	-4			
THE SOUTH																			
TOTAL.....	5,704	5,519	5,171	5,702	5,809	6,198	5,994	6,013	5,919	5,687	6,038	5,748	7,458	+8	+7	-3			
Durable-goods stores, total.....	2,019	2,060	1,860	2,067	2,163	2,303	2,228	2,159	2,021	1,990	2,028	1,895	2,371	+12	+11	+2			
Nondurable-goods stores, total....	3,685	3,459	3,311	3,635	3,646	3,895	3,766	3,865	3,898	3,697	4,010	3,853	5,087	+6	+4	-6			
Food group.....	1,399	1,308	1,255	1,266	1,282	1,373	1,352	1,456	1,403	1,341	1,469	1,343	1,535	+6	+4	-7			
Grocery stores.....	1,336	1,242	1,196	1,201	1,212	1,304	1,285	1,381	1,329	1,275	1,403	1,278	1,458	+6	+4	-7			
Eating and drinking places.....	355	337	301	323	345	357	359	381	381	353	354	336	357	+14	+12	-5			
GAF ² , total.....	1,130	1,032	982	1,232	1,188	1,286	1,258	1,220	1,346	1,280	1,422	1,422	2,331	+10	+5	-9			
General merchandise group.....	550	522	500	626	624	673	633	613	680	631	714	748	1,280	+8	+4	-5			
Department stores.....	277	255	238	311	312	337	323	311	351	328	373	385	656	+11	+7	-8			
Apparel group.....	303	255	254	361	304	333	312	308	349	342	380	364	652	+6	0	-16			
Furniture and appliance group.....	277	255	228	245	260	280	313	299	317	307	328	310	399	+18	+12	-8			
Lumber, bldg.,hdwe.,farm equip. grp...	293	294	266	344	396	436	418	387	338	352	370	329	329	+14	+11	+ c +			
Automotive group.....	1,303	1,359	1,210	1,314	1,355	1,412	1,312	1,290	1,170	1,146	1,159	1,073	1,337	+12	+12	+4			
Gasoline service stations.....	498	475	444	477	486	512	538	543	538	496	511	501	531	+6	+7	-5			
Drug and proprietary stores.....	197	195	180	188	186	201	196	190	193	185	191	185	257	+9	+8	-1			
THE WEST																			
TOTAL.....	3,720	3,565	3,424	3,645	3,753	3,902	4,028	4,066	4,062	3,923	4,009	3,877	4,894	+5	+4	-4			
Durable-goods stores, total.....	1,271	1,267	1,177	1,203	1,285	1,331	1,432	1,409	1,367	1,304	1,298	1,243	1,460	+7	+8	0			
Nondurable-goods stores, total....	2,449	2,298	2,247	2,442	2,468	2,571	2,596	2,657	2,695	2,619	2,711	2,634	3,434	+4	+2	-6			
Food group.....	927	874	861	884	876	919	884	955	940	914	971	884	1,027	+3	+2	-6			
Grocery stores.....	864	812	794	807	795	837	809	880	869	845	906	822	949	+3	+2	-6			
Eating and drinking places.....	296	278	266	275	278	292	314	335	339	313	314	294	315	+7	+5	-6			
GAF ² , total.....	731	670	679	781	775	818	852	824	880	861	897	935	1,471	+2	-1	-8			
General merchandise group.....	395	365	350	416	422	436	454	451	489	467	496	543	905	+9	+4	-8			
Department stores.....	C																+10	+5	-10
Apparel group.....	153	132	140	176	165	187	198	181	194	203	196	193	331	-3	-6	-14			
Furniture and appliance group.....	C																-5	-8	+ c +
Gasoline service stations.....	317	297	285	305	303	320	347	359	359	345	350	342	352	+3	+4	-6			
Drug and proprietary stores.....	138	135	133	143	142	146	144	144	146	141	140	133	199	+3	+2	-2			

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately.

States in geographic regions are shown on page 27.

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges between 7.1 and 10.5 percent for dollar volume estimates and year-to-year percentage change and between 3.1 and 4.5 for the percentage change over two consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965		1964											Percent change		
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb. 1965 from Jan.-Feb. 1964		Feb. 1965 from Feb. 1964
New England Division, total.....	1,373	1,297	1,162	1,272	1,313	1,423	1,439	1,417	1,422	1,380	1,427	1,419	1,936	+11	+12	-6
Durable-goods stores.....	421	417	357	417	477	513	493	430	444	415	417	432	568	+14	+17	-1
Nondurable-goods stores.....	952	880	805	855	836	910	946	987	978	965	1,010	987	1,368	+10	+9	-8
Food group.....	368	338	317	318	318	353	362	403	382	364	386	349	405	+7	+7	-8
GAF ² , total.....	244	224	218	263	256	289	305	277	298	306	315	338	616	+4	+3	-8
General merchandise group.....	114	106	84	107	108	128	146	137	146	142	149	165	320	+26	+26	-7
Gasoline service stations.....	81	75	72	78	81	87	90	95	91	88	86	80	82	+8	+4	-7
Middle Atlantic Division, total....	3,903	3,700	3,604	4,011	4,057	4,311	4,232	4,091	4,013	3,982	4,246	4,162	5,401	+4	+3	-5
Durable-goods stores.....	1,077	1,072	991	1,136	1,237	1,304	1,282	1,175	1,143	1,083	1,136	1,146	1,396	+9	+8	0
Nondurable-goods stores.....	2,826	2,628	2,613	2,875	2,820	3,007	2,950	2,916	2,870	2,899	3,110	3,016	4,005	+2	+1	-7
Eating and drinking places.....	350	337	322	363	377	406	417	424	423	387	388	357	381	+4	+5	-4
GAF ² , total.....	847	790	779	983	925	1,025	1,033	932	963	1,042	1,149	1,204	1,888	+3	+1	-7
General merchandise group.....	397	379	351	430	421	457	462	430	452	493	546	599	1,003	+10	+8	-5
Apparel group.....	269	232	243	349	300	349	348	272	284	324	351	345	565	-2	-5	-14
Gasoline service stations.....	223	211	204	223	226	238	237	247	247	226	231	227	230	+5	+3	-5
Drug and proprietary stores.....	116	110	108	112	107	111	116	114	111	118	122	114	146	+3	+2	-5
East North Central Division, total.	4,209	4,030	3,886	4,247	4,497	4,778	4,656	4,581	4,489	4,464	4,882	4,653	5,738	+5	+4	-4
Durable-goods stores.....	1,292	1,299	1,210	1,357	1,558	1,574	1,579	1,479	1,370	1,424	1,562	1,455	1,656	+8	+7	+1
Nondurable-goods stores.....	2,917	2,731	2,676	2,890	2,939	3,204	3,077	3,102	3,119	3,040	3,320	3,198	4,082	+4	+2	-6
Food group.....	1,090	1,011	1,039	1,034	1,033	1,116	1,074	1,126	1,101	1,046	1,142	1,041	1,187	+1	-3	-7
Eating and drinking places.....	344	328	293	326	335	359	372	390	400	369	380	348	361	+9	+12	-5
GAF ² , total.....	876	798	785	968	970	1,023	1,019	965	1,031	1,050	1,148	1,208	1,880	+6	+2	-9
General merchandise group.....	463	444	433	536	541	577	581	539	594	596	644	706	1,115	+5	+3	-4
Apparel group.....	219	174	172	234	223	250	227	213	230	243	269	271	459	+7	+1	-21
Gasoline service stations.....	369	346	328	340	342	355	352	379	379	364	394	375	392	+7	+5	-6
Drug and proprietary stores.....	159	153	143	142	139	159	152	157	154	154	165	157	220	+7	+7	-4
West North Central Division, total.	1,672	1,594	1,511	1,625	1,757	1,896	1,893	1,977	1,873	1,877	2,003	1,861	2,292	+5	+5	-5
Durable-goods stores.....	585	589	527	561	640	668	705	747	666	677	692	642	750	+11	+12	+1
Nondurable-goods stores.....	1,087	1,005	984	1,064	1,117	1,228	1,188	1,230	1,207	1,200	1,311	1,219	1,542	+3	+2	-8
Food group.....	343	314	321	322	326	356	354	383	369	360	394	343	387	-1	-2	-8
GAF ² , total.....	319	292	279	332	340	363	374	378	393	388	428	438	674	+7	+5	-8
General merchandise group.....	175	165	157	188	194	208	215	210	230	221	252	260	425	+8	+5	-6
Gasoline service stations.....	191	169	147	162	179	196	190	197	187	182	189	187	203	+18	+15	-12
South Atlantic Division, total.....	2,826	2,714	2,505	2,789	2,828	3,035	2,938	2,919	2,936	2,786	2,974	2,871	3,794	+10	+8	-4
Durable-goods stores.....	949	946	861	976	1,028	1,107	1,066	1,003	977	948	973	911	1,143	+13	+10	0
Nondurable-goods stores.....	1,877	1,768	1,644	1,813	1,800	1,928	1,872	1,916	1,959	1,838	2,001	1,960	2,651	+9	+8	-6
Food group.....	193	185	156	171	181	184	189	208	213	195	193	182	199	+19	+19	-4
GAF ² , total.....	590	554	501	637	601	651	641	607	680	660	737	754	1,254	+15	+11	-6
General merchandise group.....	290	279	257	328	321	345	330	311	346	323	364	397	690	+12	+9	-4
Apparel group.....	159	139	134	186	148	162	157	150	180	177	192	191	352	+10	+4	-13
Gasoline service stations.....	238	226	207	221	230	241	248	256	258	236	251	242	255	+9	+9	-5
Drug and proprietary stores.....	101	100	85	92	89	97	97	94	97	91	94	93	131	+18	+18	-1
East South Central Division, total.	1,048	999	982	1,092	1,114	1,195	1,144	1,129	1,117	1,103	1,161	1,093	1,372	+5	+2	-5
Nondurable-goods stores.....	671	620	614	677	689	749	703	713	724	712	772	716	921	+4	+1	-8
Food group.....	274	253	240	241	251	276	264	475	274	266	298	269	300	+8	+5	-8
GAF ² , total.....	201	185	184	236	236	251	235	225	243	231	257	245	410	+5	+1	-8
General merchandise group.....	106	93	97	121	124	133	123	118	126	121	139	134	232	+6	+2	-7
Gasoline service stations.....	94	88	92	101	100	107	109	112	116	111	109	102	105	-2	-4	-6
West South Central Division, total.	1,830	1,806	1,684	1,821	1,867	1,968	1,912	1,965	1,866	1,798	1,903	1,784	2,292	+7	+7	-1
Durable-goods stores.....	1,137	1,071	1,053	1,145	1,157	1,218	1,191	1,225	1,215	1,147	1,237	1,177	1,515	+3	+2	-6
Nondurable-goods stores.....	433	412	413	421	426	441	439	475	453	435	460	414	469	0	0	-5
Food group.....	107	102	89	100	109	115	118	121	114	108	111	106	107	+14	+15	-5
GAF ² , total.....	339	293	297	359	351	384	382	388	423	389	428	423	667	+4	-1	-14
General merchandise group.....	154	144	146	177	179	195	180	184	208	197	211	217	358	+3	-1	-6
Mountain Division, total.....	771	721	711	762	795	837	901	907	918	848	879	827	1,026	+1	+1	-6
Nondurable-goods stores.....	511	476	484	529	527	544	575	603	610	570	583	562	721	-1	-2	-7
Food group.....	134	120	129	151	150	159	164	163	177	160	169	173	276	-2	-4	-7
GAF ² , total.....	70	64	66	83	84	88	89	87	98	84	90	95	167	+2	-3	-10
General merchandise group.....	70	64	66	83	84	88	89	87	98	84	90	95	167	+2	-3	-9
Pacific Division, total.....	2,949	2,844	2,713	2,883	2,958	3,065	3,127	3,159	3,144	3,075	3,130	3,050	3,868	+6	+5	-4
Durable-goods stores.....	1,011	1,022	950	970	1,017	1,038	1,106	1,105	1,059	1,026	1,002	978	1,155	+8	+8	+1
Nondurable-goods stores.....	1,938	1,822	1,763	1,913	1,941	2,027	2,021	2,054	2,085	2,049	2,128	2,072	2,713	+5	+3	-6
Food group.....	727	687	666	686	689	722	694	751	741	721	756	686	799	+5	+3	-6
Eating and drinking places.....	248	233	215	226	227	237	249	263	269	248	254	243	262	+10	+8	-6
GAF ² , total.....	597	550	550	630	625	659	688	661	703	701	728	762	1,195	+4	0	-8
General merchandise group.....	325	301	284	333	338	348	365	364	391	383	406	448	738	+10	+6	-7
Gasoline service stations.....	229	216	209	219	220	233	239	242	239	234	249	246	251	+3	+3	-6

Note: Estimates are based on a sample. (See sampling variabilities in table 17.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State and kind of business	1965		1964												Percent change	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb. 1965 from Jan.-Feb. 1964	Feb. 1965 from Feb. 1964	
California, total.....	2,295	2,216	2,109	2,195	2,260	2,354	2,389	2,375	2,336	2,300	2,355	2,344	2,999	+6	+5	
Nondurable-goods stores.....	1,476	1,388	1,340	1,442	1,466	1,540	1,540	1,537	1,542	1,514	1,606	1,569	2,116	+5	+4	
GAF ²	471	441	428	485	486	514	562	515	544	535	558	596	979	+6	+3	
Florida, total.....	703	678	597	650	616	633	609	590	577	581	646	614	855	+15	+14	
Nondurable-goods stores.....	483	458	408	440	411	417	400	404	403	380	425	430	605	+15	+12	
Illinois, total ^r	1,222	1,170	1,137	1,289	1,349	1,427	1,394	1,316	1,295	1,292	1,391	1,399	1,713	+4	+3	
Nondurable-goods stores.....	905	852	834	943	953	1,057	1,002	949	962	947	1,014	1,017	1,294	+5	+2	
GAF ²	284	267	256	335	335	351	360	308	341	344	381	419	623	+7	+4	
Indiana, total.....	543	534	539	564	588	648	608	590	566	575	626	572	692	+3	-1	
Massachusetts, total.....	666	631	561	630	665	697	675	630	623	621	643	663	888	+13	+13	
Nondurable-goods stores.....	450	417	387	413	412	441	442	431	434	436	473	467	620	+9	+8	
Michigan, total ^r	950	891	828	893	961	1,024	991	1,004	974	991	1,091	1,043	1,292	+9	+8	
Nondurable-goods stores.....	602	551	520	541	552	618	605	619	625	624	680	653	850	+7	+6	
Minnesota, total.....	338	341	318	338	376	429	446	437	411	387	429	396	471	+6	+7	
Missouri, total.....	502	477	438	484	507	537	546	562	555	561	591	549	682	+9	+9	
New Jersey, total.....	775	749	699	802	808	869	851	820	789	773	814	809	1,037	+9	+7	
Nondurable-goods stores.....	511	481	476	546	533	570	566	564	545	551	572	556	715	+3	+1	
New York, total.....	1,930	1,807	1,839	2,028	2,036	2,156	2,114	2,045	2,033	2,027	2,132	2,043	2,631	0	-2	
Nondurable-goods stores.....	1,475	1,368	1,371	1,494	1,469	1,569	1,541	1,522	1,500	1,512	1,616	1,545	2,044	+1	0	
GAF ²	432	400	420	523	495	548	557	496	516	547	601	605	937	-2	-5	
North Carolina, total.....	407	392	358	394	436	458	400	476	474	442	447	412	540	+12	+9	
Ohio, total ^r	1,064	1,020	983	1,074	1,126	1,184	1,155	1,153	1,161	1,145	1,280	1,172	1,441	+5	+4	
Nondurable-goods stores.....	712	667	652	694	695	752	735	740	765	760	832	781	993	+4	+2	
Pennsylvania, total.....	1,198	1,144	1,066	1,181	1,213	1,286	1,267	1,226	1,191	1,182	1,300	1,310	1,733	+9	+7	
Nondurable-goods stores.....	840	779	766	835	818	868	843	830	825	836	922	915	1,246	+5	+2	
GAF ²	266	245	226	290	272	296	290	265	279	303	349	384	622	+11	+8	
Texas, total.....	1,122	1,115	1,021	1,113	1,129	1,192	1,161	1,200	1,141	1,101	1,150	1,055	1,378	+10	+9	
Nondurable-goods stores.....	703	662	646	695	714	761	750	773	758	721	760	717	935	+4	+2	
Wisconsin, total.....	430	415	399	427	473	495	508	518	493	461	494	467	600	+3	+4	

Note: Estimates are based on a sample. (See sampling variabilities in table 18.)

^r 1964 totals revised.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - February 1965 from January 1965			State	Percent change - February 1965 from January 1965			State	Percent change - February 1965 from January 1965		
	Total	Non- durable- goods stores	GAF ¹ stores		Total	Non- durable- goods stores	GAF ¹ stores		Total	Non- durable- goods stores	GAF ¹ stores
California.....	-3	-6	-6	Michigan.....	-6	-8	-7	North Carolina.....	-4	-5	-8
Florida.....	-4	-5	-6	Minnesota.....	+1	-6	-8	Ohio.....	-4	-6	-7
Illinois.....	-4	-6	-7	Missouri.....	-5	-7	-9	Pennsylvania.....	-5	-7	-8
Indiana.....	-2	-3	-5	New Jersey.....	-3	-6	-9	Texas.....	-1	-6	-5
Massachusetts.....	-5	-7	-8	New York.....	-6	-7	-8	Wisconsin.....	-3	-5	-6

Note: Sampling variabilities are shown in table 18.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 9.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Area	1955		1964												Percent change	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Feb.	Feb.	
														1965	1965	
														from	from	
														Jan.-Feb.	Feb.	
														1964	1964	
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	887	845	802	910	942	986	958	895	888	894	962	988	1,253	+7	+5	
GAF ³	231	221	210	277	279	294	298	252	280	286	319	346	508	+8	+5	
New York-Northeastern N.J., total..	1,806	1,688	1,666	1,846	1,849	1,951	1,905	1,790	1,751	1,779	1,884	1,847	2,384	+4	+1	
GAF ³	419	392	395	488	456	517	527	464	462	517	562	565	852	0	-1	
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	815	778	742	853	877	914	889	822	816	821	873	907	1,155	+6	+5	
GAF ³	219	210	200	265	266	280	281	237	265	268	295	328	481	+7	+5	
Detroit, Mich., total.....	499	463	419	437	464	497	468	457	453	498	569	541	674	+13	+11	
GAF ³	100	90	82	95	98	110	105	101	109	122	128	136	221	+15	+10	
Los Angeles-Long Beach, Calif., total	1,057	1,000	953	1,004	1,022	1,061	1,043	1,070	1,060	1,058	1,073	1,092	1,414	+4	+4	
GAF ³	233	219	223	250	248	260	276	266	282	274	286	303	473	0	-2	
New York, N.Y., total.....	1,275	1,172	1,195	1,308	1,282	1,356	1,316	1,267	1,243	1,274	1,348	1,306	1,689	+1	-2	
GAF ³	317	293	303	369	346	390	394	346	348	388	420	419	628	-1	-3	
Philadelphia, Pa., total.....	488	465	467	529	527	555	514	496	481	496	538	534	722	+3	0	
GAF ³	107	103	96	125	116	131	129	113	115	134	146	161	257	+7	+7	

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.)

¹ Preliminary estimates.

² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMA includes Orange County, California.

³ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 10.--PERCENT CHANGE IN SALES OF ALL RETAIL AND GAF STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, February 1965 from January 1965		Statistical areas	Percent change, February 1965 from January 1965	
	Total	GAF ¹		Total	GAF ¹
Standard Consolidated Areas ²					
			Detroit, Mich.....	-7	-10
			Houston, Texas.....	-6	-14
			Kansas City, Mo.-Kansas.....	-1	-6
Chicago, Ill.-Northwestern Indiana.....	-5	-4	Los Angeles-Long Beach, Calif.....	-5	-6
New York-Northeastern N.J.....	-7	-6	Minneapolis-St. Paul, Minn.....	+6	0
Standard Metropolitan Statistical Areas					
			Newark, N.J.....	-5	-4
			New York, N.Y.....	-8	-8
			Paterson-Clifton-Passaic, N.J.....	-4	-3
Baltimore, Md.....	-4	-4	Philadelphia, Pa.-N.J.....	-5	-4
Boston, Mass.....	-4	-9	Pittsburgh, Pa.....	-8	-9
Buffalo, N.Y.....	-2	+5	St. Louis, Mo.-Ill.....	-3	-5
Chicago, Ill.....	-5	-4	San Francisco-Oakland, Calif.....	-3	-5
Cleveland, Ohio.....	-5	-11	Seattle, Wash.....	-4	-6
Dallas, Texas.....	(NA)	(NA)	Washington, D.C.-Md.-Va.....	-3	-6

Note: Sampling variabilities are shown in table 20, page 16.

(NA) Not available.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 11.--PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	February 1965 from--		2 mos. 1965 from 2 mos. 1964		February 1965 from--		2 mos. 1965 from 2 mos. 1964
	February 1964	January 1965			February 1964	January 1965	
STANDARD METROPOLITAN STATISTICAL AREA				New York-Northeastern New Jersey ¹	+1	-8	+3
Akron, Ohio.....	0	-1	+2	New York City.....	-1	-12	+2
Asheville, N.C.....	+2	0	+2	Newark, N.J.....	-6	+2	-5
Atlanta, Ga.....	-10	-1	+4	Norfolk-Portsmouth, Va.....	-3	-5	-2
Augusta, Ga.....	-13	+1	+3	Oklahoma City, Okla.....	+11	+19	0
Baltimore, Md.....	+1	-3	+2	Omaha, Nebr.....	(NA)	(NA)	(NA)
Baton Rouge, La.....	-8	0	+6	Peoria, Ill.....	(NA)	(NA)	(NA)
Binghamton, N.Y.....	+4	+13	+4	Philadelphia, Pa.....	+4	-5	+4
Birmingham, Ala.....	-10	-11	-3	Pittsburgh, Pa.....	-6	-12	-1
Boston, Mass.....	+2	+2	-12	Portland, Oreg.....	+3	-8	+5
Buffalo, N.Y.....	+4	-2	+3	Reading, Pa.....	+13	-12	+10
Canton, Ohio.....	-1	-2	+2	Richmond, Va.....	+1	-8	+2
Chattanooga, Tenn.....	-8	+3	+6	Rochester, N.Y.....	+4	-6	+3
Chicago, Ill.....	+1	-3	+2	Sacramento, Calif.....	-7	-6	-3
Cincinnati, Ohio.....	-4	-12	-2	St. Louis, Mo.....	-7	-13	-5
Cleveland, Ohio.....	-5	-10	0	Salt Lake City, Utah.....	+2	-9	+6
Columbus, Ohio.....	-1	-15	+2	San Antonio, Tex.....	-5	-21	+2
Corpus Christi, Tex.....	-13	-4	-4	San Diego, Calif.....	+1	-9	+2
Dallas, Tex.....	-6	+10	+2	Savannah, Ga.....	-11	+2	+6
Denver, Colo.....	-6	-16	-3	Seattle, Wash.....	+6	-11	+8
Des Moines, Iowa.....	(NA)	(NA)	(NA)	Shreveport, La.....	-2	-16	+2
Detroit, Mich.....	+2	-9	+8	South Bend, Ind.....	(NA)	(NA)	(NA)
El Paso, Tex.....	0	-1	0	Spokane, Wash.....	+8	+19	+7
Erie, Pa.....	+6	-8	+7	Springfield, Mo.....	-4	-11	+4
Flint, Mich.....	(NA)	(NA)	(NA)	Springfield, Ohio.....	+4	-6	+3
Fort Wayne, Ind.....	-5	-12	+1	Syracuse, N.Y.....	+3	-4	+3
Grand Rapids, Mich.....	(NA)	(NA)	(NA)	Tacoma, Wash.....	+8	-11	+12
Houston, Tex.....	+3	-16	+8	Tampa-St. Petersburg, Fla.....	-5	-1	+1
Indianapolis, Ind.....	(NA)	(NA)	(NA)	Toledo, Ohio.....	-6	-11	-2
Jacksonville, Fla.....	-10	-3	+2	Trenton, N.J.....	+8	-8	0
Kansas City, Mo.....	-3	-10	0	Tulsa, Okla.....	+1	-11	+5
Knoxville, Tenn.....	-9	+3	+3	Waco, Tex.....	-8	-9	-3
Lancaster, Pa.....	+1	-12	+2	Washington, D.C.....	+4	-7	+8
Lexington, Ky.....	+4	+3	+4	Wheeling, W.Va.....	+9	+4	+10
Los Angeles-Long Beach, Calif.....	0	-10	+3	Wichita, Kana.....	-3	-8	0
Louisville, Ky.....	+4	-1	+6	Worcester, Mass.....	+2	+5	-10
Macon, Ga.....	(NA)	(NA)	(NA)	Youngstown, Ohio.....	+2	-2	+7
Memphis, Tenn.....	-9	-14	-5	CITIES			
Miami, Fla.....	-4	+2	+5	Bridgeport, Conn.....	-17	-6	-18
Milwaukee, Wis.....	(NA)	(NA)	(NA)	Bristol, Tenn.-Va.....	+5	+6	+5
Mobile, Ala.....	-8	-3	-1	Duluth, Minn.-Superior, Wis.....	-4	-12	-1
New Orleans, La.....	-6	+10	+8	Minneapolis, Minn.....	-3	+2	0
				Oakland-Berkeley, Calif.....	-4	-19	+1
				Portsmouth, Ohio.....	-1	-6	+5
				Rome, Ga.....	+1	+5	+5
				St. Paul, Minn.....	+6	+1	+10
				San Francisco, Calif.....	-8	-25	+3

Note: Data are furnished by Federal Reserve Bank and subject to revision.

(NA) Not available.

¹ The breakdown shown does not include all portions of the area.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALIMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965		1964												Percent change, Feb. 1965 from--	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1964	Jan. 1965	
	Data NOT ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE																
United States, total ^F	16,401	15,890	14,393	14,557	14,853	15,384	15,296	15,463	15,519	15,689	15,729	15,813	16,929	+10	-3	
Durable-goods stores, total.....	6,627	6,538	6,083	6,131	6,212	6,491	6,647	6,691	6,724	6,833	6,799	6,646	6,885	+7	-1	
Nondurable-goods stores, total ^F	9,774	9,352	8,310	8,426	8,635	8,893	8,649	8,772	8,795	8,856	8,930	9,167	10,044	+13	-4	
Food group.....	352	347	346	344	336	335	338	351	365	368	355	340	361	0	-1	
Grocery stores.....	287	284	283	290	282	286	291	297	299	308	296	284	302	0	-1	
Eating and drinking places.....	130	135	85	86	87	89	91	78	81	79	96	104	129	+59	+4	
General merchandise group ^F	6,294	5,937	4,993	5,014	5,127	5,308	5,239	5,459	5,521	5,593	5,640	5,812	6,478	+19	-6	
Department stores and dry goods, general merchandise stores ^F	5,063	4,731	3,942	3,963	4,080	4,195	4,190	4,365	4,414	4,470	4,506	4,604	5,216	+20	-7	
Department stores ^F	4,503	4,194	3,488	3,526	3,633	3,735	3,728	3,862	3,908	3,962	4,002	4,077	4,638	+20	-7	
Mail order houses (department store mdse.) ^F	1,014	994	875	884	881	928	865	890	911	910	930	967	1,027	+14	-2	
Apparel group.....	1,206	1,103	962	986	936	1,006	994	1,000	1,007	1,044	1,083	1,110	1,325	+15	-9	
Women's ready-to-wear stores.....	508	472	424	459	465	457	438	419	422	442	464	470	575	+11	-7	
Furniture and appliance group.....	2,520	2,452	2,143	2,101	2,055	2,104	2,111	2,202	2,251	2,312	2,323	2,316	2,523	+14	-3	
Furniture, home furnishings stores.....	1,900	1,832	1,620	1,577	1,556	1,587	1,595	1,696	1,760	1,781	1,783	1,778	1,896	+13	-4	
Furniture stores.....	1,705	1,643	1,457	1,411	1,405	1,442	1,434	1,546	1,606	1,615	1,601	1,595	1,708	+13	-4	
Household appliance, TV, radio stores.....	620	620	523	524	499	517	516	506	491	531	540	538	627	+19	0	
Household appliance dealers.....	538	539	459	461	437	457	452	446	431	438	452	460	539	+17	0	
Lumber, building, hardware, farm equip. group.....	1,631	1,604	1,631	1,682	1,810	1,960	1,968	1,965	1,940	1,948	1,984	1,824	1,684	-2	-2	
Lumber yards, building materials dealers ²	1,155	1,122	1,185	1,201	1,309	1,384	1,356	1,356	1,355	1,365	1,392	1,301	1,180	-5	-3	
Lumber yards.....	824	798	873	857	945	1,003	963	965	960	965	985	910	829	-9	-3	
Automotive group.....	1,493	1,503	1,442	1,460	1,488	1,553	1,610	1,590	1,614	1,630	1,539	1,563	1,602	+4	+1	
Passenger car dealers ³	1,012	1,022	955	954	997	1,002	1,005	935	1,031	1,052	992	1,015	1,044	+7	+1	
Passenger car dealers (franchised).....	939	950	881	887	909	920	930	912	956	980	919	936	972	+8	+1	
Tire, battery, accessory dealers.....	430	432	460	472	465	521	571	552	528	517	497	503	510	-6	0	
Gasoline service stations.....	441	439	439	461	457	465	470	460	461	458	460	460	443	0	0	
Other retail stores.....	2,334	2,370	2,352	2,423	2,507	2,564	2,475	2,358	2,279	2,257	2,249	2,284	2,383	+1	+2	
CHARGE ACCOUNTS																
United States, total.....	7,703	7,458	7,126	7,221	7,431	7,718	7,594	7,535	7,502	7,555	7,584	7,611	8,025	+5	-3	
Durable-goods stores, total.....	3,500	3,465	3,224	3,268	3,399	3,582	3,657	3,670	3,653	3,720	3,706	3,617	3,644	+7	-1	
Nondurable-goods stores, total.....	4,203	3,993	3,902	3,953	4,032	4,136	3,937	3,865	3,849	3,835	3,878	3,994	4,381	+2	-5	
Food group.....	343	340	334	333	326	322	325	337	353	356	344	331	353	+2	-1	
General merchandise group.....	1,130	965	958	916	905	959	928	965	956	951	972	1,015	1,240	+1	-15	
Department stores and dry goods, general merchandise stores.....	1,044	883	871	835	823	868	824	848	846	838	867	909	1,145	+1	-15	
Department stores.....	896	744	765	721	705	751	708	718	717	697	732	764	983	-3	-17	
Apparel group.....	867	781	666	689	694	708	705	702	714	748	780	810	972	+17	-10	
Furniture and appliance group.....	828	804	648	639	634	655	669	716	729	767	784	788	854	+24	-3	
Furniture, home furnishings stores.....	607	587	466	461	478	496	508	556	579	615	621	617	625	+26	-3	
Lumber, building, hardware, farm equip. group.....	1,465	1,451	1,452	1,490	1,625	1,760	1,775	1,770	1,751	1,741	1,785	1,652	1,516	0	-1	
Lumber yards, building materials dealers ²	1,106	1,072	1,136	1,146	1,252	1,328	1,308	1,297	1,289	1,290	1,320	1,250	1,130	-6	-3	
Lumber yards.....	793	767	840	822	910	970	936	932	921	919	942	884	801	-9	-3	
Automotive group.....	915	921	858	849	855	899	915	891	893	921	864	880	928	+7	+1	
Passenger car dealers (franchised).....	666	674	620	607	624	632	637	613	624	652	612	642	685	+9	+1	
Gasoline service stations.....	429	431	430	447	444	452	457	449	451	449	450	451	433	0	0	
INSTALLMENT ACCOUNTS																
United States, total ^F	8,698	8,432	7,267	7,336	7,422	7,666	7,702	7,928	8,017	8,134	8,145	8,202	8,704	+16	-3	
Durable-goods stores, total.....	3,127	3,073	2,859	2,863	2,819	2,909	2,990	3,021	3,071	3,113	3,093	3,029	3,241	+7	-2	
Nondurable-goods stores, total ^F	5,571	5,359	4,408	4,473	4,603	4,757	4,712	4,907	4,946	5,021	5,052	5,173	5,663	+22	-4	
General merchandise group ^F	5,164	4,972	4,035	4,098	4,222	4,349	4,311	4,494	4,565	4,642	4,668	4,797	5,238	+23	-4	
Department stores and dry goods, general merchandise stores ^F	4,019	3,848	3,771	3,128	3,257	3,327	3,366	3,517	3,568	3,632	3,639	3,795	4,071	+25	-4	
Department stores.....	3,607	3,450	2,723	2,805	2,928	2,984	3,028	3,144	3,191	3,265	3,270	3,313	3,655	+27	-4	
Apparel group.....	339	322	296	297	292	298	289	298	293	296	303	300	353	+1	-5	
Furniture and appliance group.....	1,692	1,648	1,495	1,462	1,421	1,449	1,442	1,486	1,522	1,545	1,539	1,528	1,669	+18	-3	
Furniture, home furnishings stores.....	1,293	1,245	1,154	1,116	1,078	1,091	1,087	1,140	1,181	1,166	1,162	1,161	1,271	+18	-4	
Household appliance, TV, radio stores.....	399	403	341	346	343	358	355	345	341	379	377	367	399	+18	+1	
Lumber, building, hardware, farm equip. group.....	166	153	179	192	185	200	193	195	189	207	199	172	168	-15	-8	
Automotive group.....	578	582	584	611	633	654	695	697	721	709	675	683	774	0	+1	
Tire, battery, accessory dealers.....	243	245	265	271	278	300	344	339	325	319	303	314	322	-8	+1	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. U.S. and group totals include kinds of business not shown separately. Sampling variability shown in table 27, page 17.

¹ Revised data: January through December 1964.

² Preliminary estimates, see Explanatory Material, page 21.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

⁴ Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

(Millions of dollars)

Kind of business	1965		1964											Percent change, Feb. 1965 from--	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1964	Jan. 1965
Data ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE															
United States, total ^r	16,038	16,425	14,889	14,988	15,088	15,355	15,270	15,596	15,626	15,854	15,767	15,732	15,798	+10	+2
Durable-goods stores, total.....	6,823	6,973	6,493	6,471	6,412	6,508	6,542	6,511	6,501	6,678	6,607	6,528	6,696	+7	+2
Nondurable-goods stores, total.....	9,215	9,452	8,396	8,517	8,676	8,847	8,728	9,085	9,125	9,176	9,160	9,204	9,102	+13	+3
Food group.....	357	358	357	351	351	341	341	349	349	355	348	342	350	0	0
General merchandise group ^r	5,797	5,995	5,039	5,132	5,252	5,395	5,384	5,666	5,743	5,764	5,772	5,794	5,727	+19	+3
Department stores ^r	4,085	4,242	3,525	3,617	3,730	3,811	3,800	4,015	4,074	4,105	4,099	4,100	4,088	+20	+4
Mail order houses (department store mdse.) ^r	978	1,017	896	903	899	931	887	922	931	920	930	934	945	+14	+4
Apparel group.....	1,102	1,111	968	974	993	1,043	1,040	1,118	1,112	1,086	1,086	1,099	1,090	+15	+1
Women's ready-to-wear stores.....	477	481	430	437	448	460	461	481	476	460	466	466	479	+12	+1
Furniture and appliance group.....	2,461	2,454	2,145	2,146	2,101	2,097	2,117	2,266	2,281	2,340	2,321	2,300	2,365	+14	0
Furniture, home furnishings stores.....	1,841	1,833	1,620	1,610	1,594	1,585	1,612	1,754	1,782	1,787	1,780	1,769	1,776	+13	0
Furniture stores.....	1,630	1,640	1,457	1,430	1,441	1,436	1,440	1,592	1,611	1,633	1,620	1,618	1,602	+13	+1
Household appliance, TV, radio stores.....	620	621	525	536	507	512	505	512	499	553	541	531	589	+18	0
Household appliance dealers.....	541	541	461	465	450	453	441	441	438	456	457	454	509	+17	0
Lumber, building, hardware, farm equipment group.....	1,841	1,850	1,883	1,892	1,889	1,952	1,914	1,806	1,749	1,789	1,805	1,757	1,780	-2	0
Lumber yards, building materials dealers ²	1,283	1,284	1,356	1,376	1,374	1,392	1,355	1,267	1,227	1,256	1,255	1,207	1,225	-5	0
Lumber yards.....	923	913	999	997	991	1,004	937	886	863	886	900	859	865	-9	-1
Automotive group.....	1,546	1,616	1,551	1,524	1,506	1,535	1,559	1,521	1,590	1,641	1,501	1,538	1,566	+4	+5
Passenger car dealers (franchised).....	965	1,022	946	919	904	908	916	881	959	1,002	885	919	942	+8	+6
Tire, battery, accessory dealers.....	453	466	496	501	494	520	536	513	504	500	498	497	504	-6	+3
Gasoline service stations.....	455	467	467	469	457	454	452	453	450	458	448	448	467	0	+3
CHARGE ACCOUNTS															
United States, total.....	7,776	7,867	7,508	7,521	7,528	7,588	7,555	7,576	7,492	7,593	7,464	7,462	7,555	+5	+1
Durable-goods stores, total.....	3,739	3,850	3,582	3,564	3,515	3,561	3,582	3,529	3,466	3,577	3,454	3,468	3,615	+7	+3
Nondurable-goods stores, total.....	4,037	4,017	3,926	3,957	4,013	4,027	3,973	4,047	4,026	4,016	4,010	3,994	3,940	+2	0
General merchandise group.....	1,007	952	947	946	971	971	972	1,052	1,047	1,003	1,023	997	973	+1	-5
Department stores.....	779	732	754	753	774	766	754	793	792	746	773	747	739	-3	-6
Apparel group.....	790	796	678	681	702	744	748	799	806	778	779	783	769	+17	+1
Furniture and appliance group.....	814	818	657	663	646	658	670	754	748	785	766	767	772	+25	0
Furniture, home furnishings stores.....	597	605	479	486	480	492	512	587	590	610	603	605	577	+26	+1
Lumber, building, hardware, farm equipment group.....	1,670	1,699	1,700	1,709	1,707	1,743	1,727	1,625	1,570	1,590	1,599	1,578	1,603	0	+2
Lumber yards, building materials dealers ²	1,240	1,241	1,315	1,326	1,318	1,337	1,303	1,208	1,161	1,181	1,184	1,154	1,175	-6	0
Lumber yards.....	898	888	973	966	962	972	906	853	823	839	854	830	839	-9	-1
Automotive group.....	936	983	917	886	865	875	891	865	891	938	827	864	916	+7	+5
Passenger car dealers (franchised).....	670	709	652	626	616	618	628	605	630	676	592	630	675	+9	+6
Gasoline service stations.....	444	457	456	456	444	441	440	443	438	449	437	440	457	0	+3
INSTALLMENT ACCOUNTS															
United States, total.....	8,262	8,558	7,382	7,467	7,561	7,767	7,715	8,020	8,134	8,261	8,303	8,269	8,243	+16	+4
Durable-goods stores, total.....	3,084	3,123	2,911	2,907	2,897	2,947	2,960	2,982	3,035	3,101	3,153	3,060	3,081	+7	+1
Nondurable-goods stores, total.....	5,178	5,435	4,471	4,560	4,664	4,820	4,755	5,038	5,099	5,160	5,150	5,209	5,162	+22	+5
General merchandise group.....	4,790	5,043	4,092	4,186	4,282	4,424	4,412	4,614	4,696	4,761	4,749	4,797	4,753	+23	+5
Department stores.....	3,306	3,510	2,770	2,865	2,958	3,045	3,047	3,221	3,283	3,359	3,327	3,353	3,347	+27	+6
Apparel group.....	312	315	290	293	291	299	292	319	306	308	307	316	321	+9	+1
Furniture and appliance group.....	1,647	1,636	1,487	1,478	1,458	1,439	1,450	1,512	1,533	1,559	1,561	1,535	1,585	+10	-1
Furniture, home furnishings stores.....	1,244	1,228	1,141	1,124	1,114	1,093	1,100	1,167	1,192	1,177	1,177	1,164	1,199	+8	-1
Household appliance, TV, radio stores.....	403	408	346	354	344	346	350	345	341	382	384	371	386	+18	+1
Automotive group.....	610	633	634	638	641	660	668	656	699	703	674	674	650	0	+4
Tire, battery, accessory dealers.....	250	256	276	286	293	312	325	319	306	307	316	312	314	-7	+2

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated³. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. U.S. and group totals include kinds of business not shown separately. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

^r Revised data: January through December 1964.

Table 13.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965		1964												Percent change, Feb. 1965 from--	
	Jan.	Feb. ¹	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1964	Jan. 1965	
Data NOT ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total ^r	6,362	6,121	5,282	6,300	5,392	5,564	5,624	5,624	5,667	5,782	5,881	6,021	6,651	+16	-4	
Durable-goods stores, total.....	1,197	1,193	1,153	1,152	1,159	1,200	1,262	1,257	1,257	1,286	1,302	1,278	1,290	+3	0	
Nondurable-goods stores, total ^r	5,165	4,928	4,129	4,148	4,233	4,364	4,362	4,367	4,410	4,496	4,579	4,743	5,361	+19	-5	
General merchandise group ^r	4,649	4,441	3,703	3,717	3,810	3,936	3,925	3,930	3,982	4,051	4,114	4,273	4,823	+20	-4	
Department stores and dry goods, general merchandise stores ^r	3,845	3,656	3,035	3,048	3,146	3,208	3,229	3,240	3,290	3,352	3,402	3,510	3,994	+20	-5	
Department stores ^r	3,451	3,276	2,690	2,734	2,823	2,879	2,899	2,908	2,948	3,007	3,052	3,142	3,585	+22	-5	
Apparel group.....	315	285	247	250	253	248	257	260	247	251	272	278	337	+15	-10	
Furniture and appliance group.....	397	393	368	374	358	361	358	364	368	377	382	381	392	+7	-1	
Tire, battery, accessory dealers.....	274	276	268	273	283	302	338	345	336	337	335	337	341	+3	+1	
CHARGE ACCOUNTS																
United States, total.....	1,073	980	983	956	940	995	1,012	991	972	981	1,022	1,021	1,163	0	-9	
Durable-goods stores, total.....	298	293	290	290	305	313	336	338	335	344	346	335	313	+1	-2	
Nondurable-goods stores, total.....	775	687	693	666	635	682	676	653	637	637	676	686	850	-1	-11	
General merchandise group.....	432	361	411	381	360	401	391	368	350	339	365	373	497	-12	-16	
Department stores and dry goods, general merchandise stores.....	394	325	371	342	321	355	335	314	301	292	317	328	455	-12	-18	
Department stores.....	367	301	344	315	293	326	306	285	271	267	293	303	424	-12	-18	
Apparel group.....	155	136	116	118	118	119	124	125	122	120	132	134	166	+17	-12	
Furniture and appliance group.....	47	49	44	44	42	39	41	42	40	45	47	43	44	+11	+4	
INSTALLMENT ACCOUNTS																
United States, total.....	5,289	5,141	4,299	4,344	4,452	4,569	4,612	4,633	4,695	4,801	4,859	5,000	5,488	+20	-3	
Durable-goods stores, total.....	899	900	863	862	854	887	926	919	922	942	956	943	977	+4	0	
Nondurable-goods stores, total.....	4,390	4,241	3,436	3,482	3,598	3,682	3,686	3,714	3,773	3,859	3,903	4,057	4,511	+23	-3	
General merchandise group.....	4,217	4,080	3,292	3,336	3,450	3,535	3,534	3,562	3,632	3,712	3,749	3,900	4,326	+24	-3	
Department stores and dry goods, general merchandise stores.....	3,451	3,331	2,664	2,706	2,825	2,853	2,894	2,926	2,989	3,060	3,085	3,182	3,539	+25	-3	
Department stores.....	3,084	2,975	2,346	2,419	2,530	2,553	2,593	2,623	2,677	2,740	2,759	2,839	3,161	+27	-4	
Apparel group.....	160	149	131	132	135	129	133	135	125	131	140	144	171	+14	-7	
Furniture and appliance group.....	350	344	324	330	316	322	317	322	328	332	335	338	348	+6	-2	
Data ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total ^r	5,926	6,212	5,368	5,432	5,530	5,659	5,714	5,798	5,797	5,888	5,971	5,995	6,027	+16	+5	
Durable-goods stores, total.....	1,205	1,240	1,201	1,194	1,194	1,220	1,260	1,238	1,219	1,254	1,290	1,257	1,258	+3	+3	
Nondurable-goods stores, total ^r	4,721	4,972	4,167	4,238	4,336	4,439	4,454	4,560	4,578	4,634	4,681	4,738	4,769	+19	+5	
General merchandise group ^r	4,237	4,480	3,734	3,814	3,909	4,016	4,022	4,105	4,126	4,165	4,199	4,264	4,295	+20	+6	
Department stores.....	3,110	3,310	2,714	2,796	2,884	2,947	2,972	3,033	3,054	3,105	3,122	3,167	3,198	+22	+6	
Apparel group.....	286	282	244	249	252	253	261	283	273	271	282	284	274	+16	-1	
Furniture and appliance group.....	394	361	368	375	363	365	363	365	374	382	381	378	374	-2	-8	
Tire, battery, accessory dealers.....	285	291	283	291	297	308	322	323	318	322	343	337	333	+3	+2	
CHARGE ACCOUNTS																
United States, total.....	1,015	1,010	1,012	991	997	1,008	1,027	1,036	1,000	994	1,022	997	1,013	0	0	
Durable-goods stores, total.....	325	335	331	317	317	319	331	324	311	321	316	316	316	+1	+3	
Nondurable-goods stores, total.....	690	675	681	674	680	689	696	712	689	673	706	681	697	-1	-2	
General merchandise group.....	368	349	399	397	404	412	412	418	386	354	382	364	382	-13	-5	
Department stores.....	309	290	332	328	332	335	330	327	303	284	308	295	315	-13	-6	
Apparel group.....	140	135	115	119	118	121	125	132	139	131	136	140	132	+17	-4	
Furniture and appliance group.....	51	48	44	46	41	41	41	40	41	46	45	43	41	+9	-6	
INSTALLMENT ACCOUNTS																
United States, total.....	4,911	5,202	4,355	4,441	4,533	4,650	4,686	4,763	4,798	4,895	4,948	4,998	5,013	+19	+6	
Durable-goods stores, total.....	880	905	870	877	877	901	929	914	908	933	974	941	942	+4	+3	
Nondurable-goods stores, total.....	4,031	4,297	3,485	3,564	3,656	3,749	3,757	3,849	3,890	3,964	3,974	4,057	4,071	+23	+7	
General merchandise group.....	3,869	4,130	3,335	3,418	3,506	3,603	3,610	3,687	3,740	3,811	3,818	3,900	3,911	+24	+7	
Department stores.....	2,801	3,020	2,382	2,468	2,553	2,613	2,643	2,707	2,751	2,822	2,815	2,871	2,881	+27	+8	
Apparel group.....	146	147	129	130	134	132	136	151	134	140	146	144	142	+14	+1	
Furniture and appliance group.....	343	313	324	329	322	324	322	315	311	336	336	335	334	-3	-9	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

^r Revised data: January through December 1964.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

¹ Sampling error is less than 0.1 percent.

(2) The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	B	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	A	a	b	a	a	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(1)	A	B	(1)	C	C	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	C	A	A	B	A	B	B	B	C
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	B	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(1)	A	A	(1)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	C
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	a	b	a	b	b	c	b	(3)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(1)	a	a	(1)	a	b	a	a
Eating and drinking places.....	a	b	b	b	b	c	b	b	a
GAF, total.....	b	a	a	a	a	b	a	a	c
General merchandise group.....	a	a	a	a	a	b	a	a	b
Apparel group.....	b	a	a	b	b	a	a	c	b
Gasoline service stations.....	b	a	a	b	a	a	c	b	a
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(1) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (2) More than 10.5 percent. (3) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	A	B	B	a	a	c
Indiana.....	B	B	C	B	B	C	b	a	c
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	B	B	B	B	a	a	a
Minnesota.....	B	C	B	B	C	B	a	b	a
Missouri.....	B	B	B	B	B	B	a	a	a
New Jersey.....	B	B	B	B	B	B	b	a	a
New York.....	B	A	A	A	A	A	a	a	a
North Carolina.....	B	C	B	B	C	B	a	b	b
Ohio.....	B	B	C	B	B	C	a	a	a
Pennsylvania.....	B	A	A	A	A	A	a	a	a
Texas.....	B	B	B	B	B	B	a	a	b
Wisconsin.....	B	C	B	B	C	B	a	a	a

Table 19.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates		Percent change from same month a year ago	
	Total	GAF	Total	GAF
Standard Consolidated Areas				
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B
New York-Northeastern New Jersey.....	B	B	B	B
Standard Metropolitan Statistical Areas				
Chicago, Ill.....	B	B	B	B
Detroit, Mich.....	B	B	B	B
Los Angeles-Long Beach, Calif.....	B	B	B	B
New York, N.Y.....	B	B	B	B
Philadelphia, Pa.-N.J.....	B	B	B	B

Table 20.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

Area	Percent change over 2 consecutive months		Area	Percent change over 2 consecutive months	
	Total	GAF		Total	GAF
Standard Consolidated Areas					
Chicago, Ill.-Northwestern Indiana.....	a	b	Detroit, Mich.....	b	b
New York-Northeastern New Jersey.....	a	a	Houston, Tex.....	a	b
			Kansss City, Mo.-Kansas.....	b	a
			Los Angeles-Long Beach, Calif.....	a	b
			Minneapolis-St. Paul, Minn.....	a	a
			Newark, N.J.....	b	b
			New York, N.Y.....	a	a
			Paterson-Clifton-Passaic, N.J.....	b	a
			Philadelphia, Pa.-N.J.....	b	b
			Pittsburgh, Pa.....	b	a
			St. Louis, Mo.-Ill.....	b	b
			San Francisco-Oakland, Calif.....	a	a
			Seattle, Wash.....	b	a
			Washington, D.C.-Md.-Va.....	a	a
Standard Metropolitan Statistical Areas					
Baltimore, Md.....	b	b			
Boston, Mass.....	a	b			
Buffalo, N.Y.....	a	b			
Chicago, Ill.....	a	b			
Cleveland, Ohio.....	a	a			
Dallas, Texas.....	a	b			

Table 21.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.3	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(2) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	ALL STORES												GROUP II STORES											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	84.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	97.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	97.4	106.3	101.5	91.0	97.4	99.5	100.4	98.5	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.9	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	104.3	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	37.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.5	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	93.4	95.9	93.7	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.4	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

(NA) Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLES OF ALL RETAIL STORES AND OF GROUP II STORES,
BY CHARGE AND INSTALLMENT ACCOUNTS: JULY 1964-JUNE 1965

Kind of business	1964						1965					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total ^r	99.4	99.6	99.1	100.0	100.7	106.9	101.9	96.7	96.8	98.7	100.3	100.2
Durable-goods stores, total.....	102.8	103.5	102.4	103.1	101.9	102.7	97.1	93.8	94.8	96.8	99.8	101.6
Nondurable-goods stores, total ^r	96.5	96.3	96.4	97.4	99.6	110.4	105.9	99.0	98.5	100.1	100.8	99.1
Food group.....	100.6	104.5	103.8	102.1	99.3	103.0	98.7	97.0	98.1	95.8	98.2	99.1
General merchandise group ^r	96.2	96.0	96.9	97.7	100.4	113.8	108.7	99.2	97.4	97.8	98.5	97.1
Department stores ^r	95.9	95.6	96.3	97.4	99.6	114.8	110.5	99.1	97.0	97.5	98.1	97.7
Mail order houses (department store merchandise) ^r	96.5	97.9	98.9	100.0	103.5	108.7	103.7	97.7	97.9	97.7	100.0	97.3
Apparel group.....	89.5	90.6	96.1	99.8	101.1	121.8	109.5	99.2	100.2	100.7	96.6	95.9
Women's ready-to-wear stores.....	87.2	88.7	96.0	99.6	100.8	120.1	106.6	98.2	103.9	104.8	99.5	95.5
Furniture and appliance group.....	97.2	98.7	98.7	99.8	100.5	107.0	102.6	100.2	98.3	97.4	100.2	99.8
Furniture, home furnishings stores.....	96.8	98.8	99.7	100.0	100.4	106.8	103.2	100.1	98.1	97.5	100.1	99.1
Furniture stores.....	97.1	99.7	98.9	98.8	98.6	106.6	104.6	100.2	98.7	97.2	100.5	99.9
Household appliance, TV, radio stores.....	98.8	98.3	96.0	99.9	101.4	106.5	100.0	99.9	97.9	98.3	101.0	102.3
Household appliance dealers.....	101.2	98.5	96.0	98.9	101.4	105.8	99.4	99.7	99.4	96.9	100.8	102.6
Lumber, building, hardware, farm equipment group.....	108.8	110.9	108.9	109.9	103.8	94.6	88.6	86.7	88.8	95.7	100.4	102.6
Lumber yards, building materials dealers.....	107.0	110.4	108.7	110.9	107.8	96.3	90.0	87.4	87.1	95.3	99.5	99.9
Lumber yards.....	108.9	111.3	108.9	109.4	105.9	95.8	89.3	87.4	85.7	95.4	100.0	102.8
Automotive group.....	104.6	101.4	99.4	102.6	101.7	102.3	96.5	92.9	95.7	98.8	101.2	103.2
Passenger car dealers (franchised).....	103.5	99.7	97.8	103.8	101.9	103.2	97.3	93.0	96.3	100.6	101.4	101.2
Tire, battery, accessory dealers.....	107.7	104.7	103.3	99.7	101.2	101.2	95.0	92.8	94.2	94.0	100.2	106.7
Gasoline service stations.....	101.6	102.5	99.9	102.7	102.6	94.9	96.9	94.0	98.4	100.1	102.6	104.0
CHARGE ACCOUNTS												
United States, total.....	99.6	100.3	99.6	101.8	102.1	106.2	99.0	94.9	95.4	99.2	101.8	100.6
Durable-goods stores, total.....	104.0	105.4	104.0	107.3	104.3	100.8	93.6	90.0	91.6	96.6	100.7	102.0
Nondurable-goods stores, total.....	95.5	95.6	95.5	96.7	100.0	111.2	104.1	99.4	98.9	101.6	102.9	99.2
General merchandise group.....	91.7	91.3	94.8	95.0	101.8	127.5	112.3	101.4	95.2	94.9	99.1	95.4
Department stores.....	90.5	90.5	93.4	94.7	102.3	133.1	115.1	101.6	94.0	93.0	98.3	93.7
Apparel group.....	87.9	88.6	96.1	100.1	103.5	126.4	109.8	98.1	99.7	100.8	95.3	94.5
Furniture and appliance group.....	94.9	97.5	97.7	102.3	102.7	110.6	102.1	98.8	96.6	97.8	99.4	100.2
Furniture, home furnishings stores.....	94.7	98.1	100.9	102.9	101.9	108.4	101.7	97.1	94.8	99.7	100.8	99.2
Lumber, building, hardware, farm equipment group.....	108.9	111.5	109.5	111.6	104.7	94.6	87.7	85.4	87.1	95.1	101.2	102.6
Lumber yards, building materials dealers.....	107.4	111.0	109.2	111.5	108.3	96.2	89.2	86.4	86.2	94.9	99.4	100.1
Lumber yards.....	109.2	111.9	109.5	110.3	106.5	95.5	88.3	86.4	84.8	94.6	99.9	103.3
Automotive group.....	103.0	100.2	98.2	104.5	101.9	101.3	97.8	93.7	95.6	98.9	102.7	102.7
Passenger car dealers (franchised).....	101.3	99.1	96.4	103.4	101.9	101.5	99.4	95.0	96.7	101.5	102.3	101.2
Gasoline service stations.....	101.4	103.0	99.9	103.0	102.6	94.7	96.7	94.4	98.2	100.2	102.5	104.0
INSTALLMENT ACCOUNTS												
United States, total ^r	99.0	98.8	98.6	98.1	99.2	107.8	105.0	98.5	98.4	98.0	98.8	100.0
Durable-goods stores, total.....	101.3	101.2	100.4	98.1	99.0	105.2	101.4	98.4	98.7	97.1	98.7	101.1
Nondurable-goods stores, total ^r	97.4	97.0	97.3	98.1	99.3	109.7	107.6	98.6	98.1	98.6	98.8	99.1
General merchandise group ^r	97.4	97.2	97.5	98.3	100.0	110.2	107.8	98.6	98.0	98.6	98.4	97.6
Department stores ^r	97.6	97.2	97.2	98.3	98.8	109.2	109.1	98.3	97.9	99.0	98.0	99.0
Apparel group.....	93.5	95.7	96.2	98.8	94.9	109.8	108.8	102.2	101.4	100.3	99.9	99.6
Furniture and appliance group.....	98.2	99.3	99.1	98.7	99.6	105.4	102.7	100.8	99.1	97.2	100.6	99.5
Furniture, home furnishings stores.....	97.7	99.1	99.1	98.7	99.7	106.0	103.9	101.4	99.5	96.5	99.8	99.0
Household appliance, TV, radio stores.....	100.0	99.9	99.1	98.7	99.0	103.3	98.9	98.7	98.0	99.7	103.6	101.4
Automotive group.....	106.6	103.1	100.9	100.1	101.3	103.7	94.7	92.0	95.8	98.7	99.3	103.9
Tire, battery, accessory dealers.....	106.4	106.2	104.0	95.8	100.7	102.7	97.2	95.7	94.6	95.0	96.2	105.8
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total ^r	97.1	97.9	98.4	98.7	100.5	110.3	107.0	98.5	97.5	97.7	98.5	98.3
Durable-goods stores, total.....	101.6	103.2	102.7	101.3	101.7	102.5	99.4	96.2	96.6	97.0	98.4	100.2
Nondurable-goods stores, total ^r	95.6	96.2	97.0	97.7	100.1	112.8	109.5	99.2	97.7	97.9	98.5	97.8
General merchandise group ^r	95.6	96.3	97.2	97.9	100.3	112.9	109.9	99.3	97.3	97.5	98.1	97.4
Department stores ^r	95.6	96.3	96.7	97.6	99.4	113.1	111.3	99.2	97.6	98.0	97.8	97.2
Apparel group.....	92.0	90.7	92.7	96.3	97.9	122.5	110.0	101.1	100.7	100.6	98.0	98.4
Furniture and appliance group.....	99.8	98.9	98.6	100.0	100.7	104.7	100.9	100.2	100.3	98.7	98.8	98.4
Tire, battery, accessory dealers.....	106.9	105.8	104.6	97.6	100.1	102.3	96.1	94.7	93.5	95.4	98.3	104.9
CHARGE ACCOUNTS												
United States, total.....	95.9	97.6	98.9	100.3	102.5	114.3	105.5	97.0	95.4	95.3	98.8	98.7
Durable-goods stores, total.....	104.3	107.8	107.3	109.6	105.9	99.1	91.8	87.5	91.7	96.1	98.0	101.3
Nondurable-goods stores, total.....	91.7	92.5	94.7	95.7	100.8	122.0	112.3	101.8	97.3	94.9	99.3	97.4
General merchandise group.....	88.0	90.7	95.7	95.6	102.5	130.0	117.5	103.3	94.0	90.8	97.6	95.0
Department stores.....	87.2	89.4	94.1	95.2	102.6	134.8	118.9	103.9	94.1	90.1	97.7	92.7
Apparel group.....	94.9	87.7	91.4	96.7	95.7	125.3	110.6	101.1	99.7	100.5	98.2	99.1
Furniture and appliance group.....	105.0	98.1	97.7	103.8	99.7	107.2	92.9	101.4	97.2	102.1	94.8	100.1
INSTALLMENT ACCOUNTS												
United States, total ^r	97.4	98.0	98.2	98.2	100.0	109.2	107.4	98.9	98.0	98.2	98.4	98.3
Durable-goods stores, total.....	100.5	101.5	101.0	98.2	100.2	103.7	102.2	99.4	98.5	97.4	98.5	99.7
Nondurable-goods stores, total ^r	96.5	97.0	97.4	98.2	100.0	110.8	108.9	98.7	97.8	98.5	98.3	97.9
General merchandise group ^r	96.6	97.1	97.4	98.2	100.0	110.6	109.0	98.8	97.7	98.4	98.2	97.7
Department stores ^r	96.9	97.3	97.1	98.0	98.9	109.7	110.1	98.5	98.1	99.2	97.8	97.9
Apparel group.....	89.4	93.5	93.8	95.9	99.8	120.0	109.4	101.1	101.6	100.8	97.8	97.7
Furniture and appliance group.....	99.1	99.0	98.8	99.6	100.8	104.4	101.9	110.0	100.7	98.3	99.3	98.2

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

^r Revised data: July 1964 through June 1965.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
ALL STORES												
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.32	.36	1.44	2	2.20	1.61	47.67	3.16
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64
Drug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58
Liquor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06
GROUP II STORES												
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00
Drug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{U} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.86 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and 10.21 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.67 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately $1\frac{1}{2}$ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
TOTAL ACCOUNTS RECEIVABLE												
Group II Stores												
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.85
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.71
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut	<u>East North Central Division</u> Ohio Indiana Illinois Michigan Wisconsin <u>West North Central Division</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida <u>East South Central Division</u> Kentucky Tennessee Alabama Mississippi <u>West South Central Division</u> Arkansas Louisiana Oklahoma Texas	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada <u>Pacific Division</u> Washington Oregon California Alaska Hawaii
<u>Middle Atlantic Division</u> New York New Jersey Pennsylvania			

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Pateron-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Alleghany, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

OFFICIAL BUSINESS



For release
May 10, 1965

BR-65-3

Sales and End-of-Month Accounts Receivable of Retail Stores for the United States MARCH 1965

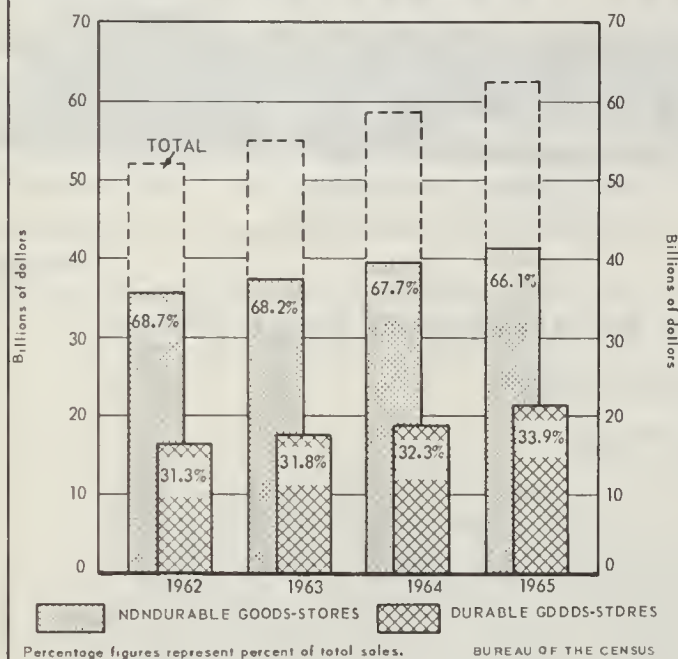
Beginning with the January 1965 report, sales data for geographic regions, divisions, and selected States and standard metropolitan statistical areas which were previously published in the Monthly Retail Area Sales Supplement are included in this report. In addition, a table has been introduced showing the percent change in sales over 2 consecutive months, for all retail stores and for general merchandise, apparel, and furniture (GAF) stores combined, in the 20 largest standard metropolitan statistical areas. National estimates of end-of-month accounts receivable balances owed to retail stores, adjusted for seasonal variations and holiday differences, are also included for the first time in the January 1965 publication. The January report includes adjusted end-of-month accounts receivable data for January 1964 through January 1965; data for January 1959 through December 1963 are available upon request.

PERCENT CHANGE IN SALES OF RETAIL STORES, JANUARY THROUGH MARCH COMBINED, 1965 FROM 1964: UNITED STATES BY GEOGRAPHIC DIVISION (Based on data NOT ADJUSTED for seasonal variations and trading day differences)



SALES OF ALL RETAIL STORES— FIRST THREE MONTHS 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

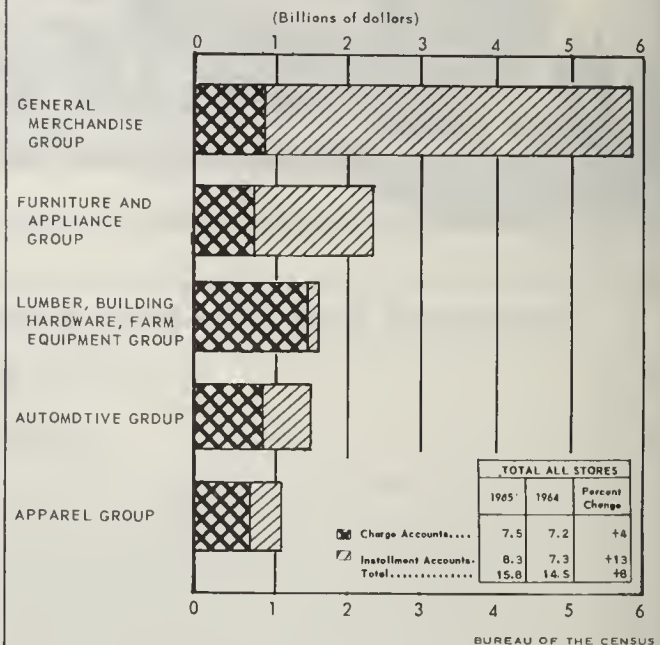
Total sales of all retail stores in the United States during March 1965 were estimated at \$22.0 billion, 12 percent above sales estimated for February 1965 and 7 percent above March 1964. After adjustment for seasonal variations and trading day differences but not for price changes, March 1965 sales amounted to \$22.9 billion, a decrease of 2 percent from February 1965, but 8 percent higher than March 1964. March 1965 adjusted sales of durable-goods stores decreased 3 percent from the previous month while nondurable-goods stores decreased 1 percent for the same period. On a year-to-year basis, adjusted sales of durable-goods stores showed an 11 percent increase over March 1964 and adjusted sales of nondurable-goods stores showed a 6 percent increase for the corresponding period.

Based on adjusted data in the durable-goods category, March 1965 sales increased 2 percent from February 1965 sales for the furniture and appliance group, while the automotive group and the lumber, building, hardware, and farm equipment group showed decreases of 5 percent and 2 percent respectively. In the nondurable-goods category, the apparel group showed a 6 percent month-to-month decrease while eating and drinking places and the general merchandise group each showed a 1 percent decrease. The food group remained virtually unchanged.

Compared with March 1964, adjusted sales of all major kind-of-business groups increased. In the durable-goods category the automotive group showed the largest increase, 19 percent, followed by the lumber,

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—MARCH 1965

[Not adjusted for seasonal variations and holiday differences]



building, hardware, and farm equipment group, 3 percent, and the furniture and appliance group, 1 percent. In the nondurable-goods category the year-to-year increases were: general merchandise group, 14 percent; eating and drinking places, 7 percent; food group, 4 percent; and the apparel group, 3 percent.

Based on unadjusted data, the four regions of the United States had total sales of all retail stores for March 1965, and year-to-year comparisons as follows: the Northeastern States--\$5.5 billion, up 1 percent; the North Central States--\$6.4 billion, up 9 percent; the South--\$6.1 billion, up 8 percent; and the West--\$3.9 billion, up 8 percent.

For the five largest Standard Metropolitan Statistical Areas, the total unadjusted retail sales for all stores for March 1965 and year-to-year comparisons were: New York--\$1.3 billion, down 1 percent; Los Angeles-Long Beach--\$1.1 billion, up 5 percent; Chicago--\$0.9 billion, up 3 percent; Detroit--\$0.8 billion, up 21 percent; and Philadelphia--\$0.5 billion, up 1 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$15.8 billion in total accounts receivable balances owed by customers as of March 31, 1965. After adjustment for seasonal variations and holiday differences but not for price changes, March 1965 total receivable balances were 1 percent below the February 1965 level but were 8 percent above March 1964. Compared with March 1964, adjusted installment account balance increased 13 percent and adjusted charge account balances increased 4 percent.

MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES FOR THE UNITED STATES

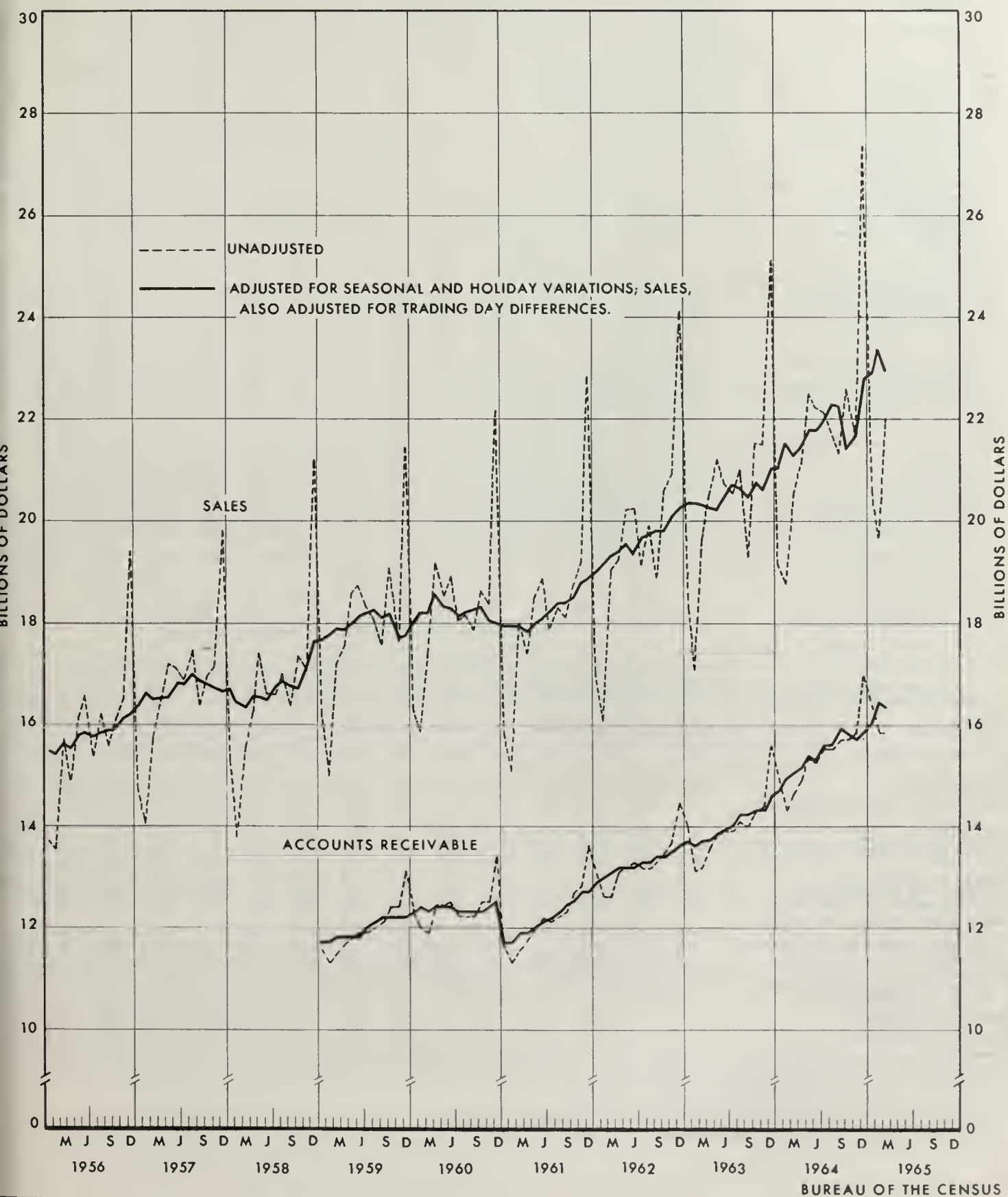


Table 1.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965			1964										Total 3 months	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	20,581	19,608	22,007	20,502	21,186	22,508	22,242	22,145	21,778	21,313	22,605	21,720	27,719	62,196	58,414
Durable-goods stores, total.....	6,665	6,664	7,769	6,741	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,813	8,201	21,098	18,894
Nondurable-goods stores, total.....	13,916	12,944	14,238	13,761	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,907	19,518	41,098	39,520
Food group.....	5,242	4,854	5,170	4,891	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,762	15,266	14,758
Grocery stores.....	4,786	4,405	4,692	4,406	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,546	5,208	13,883	13,359
Meat markets.....	121	115	119	129	123	127	127	125	123	117	128	113	130	355	387
Bakery products stores.....	95	90	98	95	94	96	92	88	94	92	99	96	106	283	277
Eating and drinking places.....	1,559	1,453	1,592	1,485	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,568	1,658	4,604	4,307
Eating places.....	1,114	1,036	1,146	1,045	1,092	1,179	1,239	1,293	1,308	1,204	1,207	1,118	1,170	3,296	2,999
Restaurants, cafeterias, lunchrooms.....	937	867	951	869	895	942	983	1,026	1,047	976	989	921	975	2,755	2,511
Drinking places.....	445	417	446	440	455	471	472	503	497	467	481	450	488	1,308	1,308
General merchandise group.....	2,094	1,998	2,412	2,303	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,021	5,048	6,504	6,050
Department stores and dry goods, general merchandise stores.....	1,549	1,427	1,744	1,638	1,677	1,800	1,816	1,714	1,865	1,857	2,056	2,180	3,673	4,720	4,302
Department stores.....	1,254	1,159	1,426	1,336	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	2,977	3,339	3,499
Variety stores.....	311	333	375	389	361	399	395	398	421	400	430	473	901	1,019	991
Mail order houses (department store merchandise).....	135	147	192	178	179	173	170	158	195	189	209	262	341	474	464
Apparel group.....	1,100	917	1,073	1,283	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,355	2,324	3,090	3,236
Men's, boys' wear stores ²	231	181	191	206	204	240	254	221	220	234	269	273	523	603	590
Men's, boys' clothing, furnishings stores.....	224	176	185	200	196	231	247	214	229	261	265	513	585	573	573
Women's apparel, accessory stores ³	439	378	456	502	463	506	465	427	463	497	547	539	924	1,273	1,284
Women's ready-to-wear stores.....	382	331	404	440	406	440	401	364	402	435	480	474	806	1,117	1,114
Family clothing stores.....	201	168	194	247	217	252	249	217	249	250	281	270	473	563	612
Shoe stores.....	183	152	185	266	211	233	217	195	212	235	215	210	306	520	599
Furniture and appliance group.....	953	903	1,008	973	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,169	1,488	2,864	2,798
Furniture, home furnishings stores.....	631	598	670	638	663	685	735	708	735	696	776	752	890	1,899	1,822
Furniture stores.....	464	423	479	443	478	497	543	532	552	508	569	550	680	1,366	1,289
Household appliance, TV, radio stores.....	322	305	338	335	341	358	377	390	376	392	406	417	598	965	976
Household appliance dealers.....	228	219	248	241	244	263	282	290	274	285	287	294	417	695	698
Lumber, building, hardware, farm equipment group.....	957	955	1,172	1,134	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,241	1,242	3,084	3,026
Lumber yards, building materials dealers ⁴	553	528	637	616	721	801	879	872	823	814	871	743	643	1,718	1,694
Lumber yards.....	356	335	411	403	473	525	580	564	555	544	591	489	412	1,102	1,124
Hardware stores.....	190	169	195	182	217	246	250	237	229	231	247	252	349	554	525
Automotive group.....	4,219	4,247	4,997	4,058	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	4,370	13,463	11,419
Passenger car, other automotive dealers.....	4,032	4,069	4,785	3,847	4,215	4,289	4,110	3,896	3,611	3,503	3,614	3,471	4,057	12,886	10,840
Passenger car dealers ⁵	3,944	3,973	4,668	3,734	4,077	4,141	3,947	3,723	3,436	3,385	3,486	3,357	3,947	12,585	10,550
Passenger car dealers (franchised).....	3,641	3,657	4,287	3,429	3,768	3,809	3,648	3,437	3,157	3,124	3,193	3,069	3,677	11,585	9,673
Tire, battery, accessory dealers.....	187	178	212	211	238	262	277	263	242	225	244	242	313	577	579
Gasoline service stations.....	1,679	1,561	1,683	1,585	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,712	1,790	4,923	4,631
Drug and proprietary stores.....	716	692	732	680	665	713	705	707	708	701	724	689	966	2,140	2,007
Drug stores.....	691	669	708	657	643	689	681	677	679	667	691	661	930	2,068	1,945
Liquor stores.....	455	433	456	434	446	485	472	500	489	475	510	518	770	1,344	1,494

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	22,900	23,317	22,898	21,223	21,392	21,777	21,773	21,935	22,266	22,254	21,383	21,661	22,781	69,115	63,756
Durable-goods stores, total.....	7,855	7,966	7,727	6,939	7,010	7,218	7,002	7,060	7,324	7,541	6,496	6,695	7,645	23,548	21,056
Nondurable-goods stores, total.....	15,045	15,351	15,171	14,284	14,382	14,559	14,771	14,875	14,942	14,713	14,887	14,966	15,136	45,567	42,700
Food group.....	5,192	5,338	5,313	5,112	5,064	5,034	5,202	5,261	5,234	5,250	5,229	5,258	5,409	15,843	15,134
Grocery stores.....	4,714	4,841	4,817	4,605	4,574	4,540	4,704	4,769	4,743	4,755	4,736	4,774	4,913	14,372	13,666
Eating and drinking places.....	1,704	1,720	1,695	1,584	1,599	1,589	1,623	1,642	1,633	1,600	1,637	1,609	1,653	5,119	4,757
General merchandise group.....	2,832	2,848	2,826	2,589	2,514	2,589	2,620	2,686	2,734	2,591	2,664	2,738	2,762	8,506	7,562
Department stores.....	1,715	1,712	1,676	1,467	1,467	1,543	1,533	1,580	1,630	1,516	1,568	1,580	1,600	5,103	4,469
Variety stores.....	439	456	459	404	421	420	427	443	439	427	429	466	442	1,354	1,222
Mail order houses (department store mch.).....	193	196	208	188	192	190	200	192	205	192	198	191	196	597	566
Apparel group.....	1,327	1,335	1,261	1,228	1,272	1,295	1,322	1,316	1,363	1,285	1,301	1,310	1,300	3,923	3,769
Men's, boys' wear stores ²	258	265	250	233	241	250	244	257	269	261	259	261	257	773	710
Women's apparel, accessory stores ³	531	531	522	477	504	502	522	509	519	504	512	517	518	1,584	1,479
Shoe stores.....	223	219	204	226	219	223	218	217	224	206	210	229	226	646	660
Furniture and appliance group.....	1,103	1,081	1,102	1,088	1,095	1,080	1,108	1,107	1,094	1,067	1,088	1,098	1,113	3,286	3,180
Furniture, home furnishings stores.....	748	715	725	711	701	699	735	709	719	679	703	701	702	2,188	2,089
Household appliance, TV, radio stores.....	355	366	377	377	394	381	373	398	375	388	385	397	411	1,098	1,091
Lumber, building, hardware, farm equipment group.....	1,377	1,352	1,319	1,277	1,257	1,370	1,339	1,294	1,273	1,285	1,273	1,256	1,310	4,048	3,894
Lumber yards, building materials dealers ⁴	805	756	748	727	707	754	765	732	711	729	741	721	742	2,309	2,236
Hardware stores.....	245	235	227	209	205	220	227	222	227	237	242	261	262	707	656
Automotive group.....	4,709	4,825	4,628	3,894	4,026	4,126	3,885	3,989	4,259	4,531	3,495	3,685	4,588	14,192	12,007
Passenger car, other automotive dealers.....	4,470	4,608	4,390	3,646	3,788	3,880	3,645	3,755	4,025	4,301	3,265	3,428	4,344	13,468	11,282
Tire, battery, accessory dealers.....	239	247	238	248	238	246	240	234	230	230	257	244	724	724	725
Gasoline service stations.....	1,749	1,798	1,759	1,629	1,674	1,670	1,683	1,701	1,690	1,695	1,722	1,738	1,755	5,306	4,908
Drug and proprietary stores.....	734	745	749	702	689	713	721	726	722	734	739	724	731	2,228	2,062
Liquor stores.....	499	515	513	491	486	495	503	495	494	499	503	509	508	1,527	1,444

Note: U.S. totals include kinds of business not shown separately. Sampling variabilities for unadjusted data shown in table 13, page 14.

¹ Preliminary estimates, see Explanatory Material, page 21.² Includes men's, boys' clothing, furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁵ Includes both franchised and nonfranchised car dealers.

Table 2.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	March 1965 from--		3 months 1965 from 3 months 1964		March 1965 from--		3 months 1965 from 3 months 1964
	March 1964	February 1965			March 1964	February 1965	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+7	+12	+6	Furniture and appliance group.....	+4	+12	+2
Durable-goods stores, total.....	+15	+17	+12	Furniture stores.....	+8	+13	+6
Nondurable-goods stores, total.....	+3	+10	+4	Floor coverings stores*.....	0	+9	+2
Food group.....	+6	+7	+3	Household appliance, TV, radio stores.....	+1	+11	-1
Grocery stores.....	+6	+7	+4	Household appliance stores.....	+3	+13	0
Meat markets.....	-8	+3	-8	TV, radio stores*.....	-4	+5	-3
Fruit stores, vegetable markets*.....	-11	+7	-14	Lumber, building, hardware, farm equip. group...	+3	+23	+2
Candy, nut, confectionery stores*.....	+8	+5	+10	Lumber, building materials dealers.....	+3	+21	+1
Bakery products stores.....	+3	+9	+2	Lumber yards.....	+2	+23	-2
Delicatessen stores*.....	0	0	+3	Paint, glass, wallpaper stores*.....	+3	+17	+4
Eating and drinking places.....	+7	+10	+7	Heating and plumbing equipment dealers*.....	-24	+14	-25
Eating places.....	+10	+11	+10	Hardware stores.....	+7	+15	+6
Restaurants, cafeterias, lunchrooms.....	+9	+10	+10	Farm equipment dealers*.....	+1	+32	+1
Drinking places.....	+1	+7	0	Automotive group.....	+23	+18	+18
General merchandise group.....	+5	+21	+8	Passenger car dealers.....	+24	+18	+19
Department stores and dry goods, general merchandise stores.....	+6	+22	+10	Passenger car dealers (franchised).....	+25	+17	+20
Department stores.....	+7	+23	+10	Tire, battery, accessory dealers.....	0	+19	0
Variety stores.....	-4	+13	+3	Gasoline service stations.....	+6	+8	+6
Mail order houses (department store merchandise).....	+8	+31	+2	Fuel, fuel oil deslers*.....	+16	-9	+9
Apparel group.....	-16	+17	-5	Fuel dealers, except fuel oil*.....	+21	-6	+7
Men's, boys' clothing, furnishings stores.....	-7	+6	+2	Fuel oil dealers*.....	+13	-11	+11
Men's, boys' clothing stores*.....	-7	+6	+2	Drug and proprietary stores.....	+8	+6	+7
Men's, boys' furnishings stores*.....	-11	+3	-6	Drug stores.....	+8	+6	+6
Women's ready-to-wear stores.....	-8	+22	0	Liquor stores.....	+5	+5	+4
Family clothing stores.....	-21	+15	-8	Jewelry stores*.....	+2	+3	+14
Women's apparel, accessory, specialty stores*..	-13	+18	-6	Florists*.....	-12	+3	+3
Shoe stores.....	-30	+22	-13	Book stores*.....	-4	-12	-7
				Stationery stores*.....	-9	+2	-9
				Music stores*.....	+22	+10	+18
				Camera, photographic supply stores*.....	0	+4	-12
				Optical goods stores*.....	+18	+11	+10
				Typewriter stores*.....	-13	+8	-24
Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	March 1965 from--		3 months 1965 from 3 months 1964		March 1965 from--		3 months 1965 from 3 months 1964
	March 1964	February 1965			March 1964	February 1965	

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

Table 3.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965			1964										Total 3 months	
	Jan.	Feb.	Mar.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,699	4,368	4,972	4,859	4,858	5,233	5,107	5,169	5,202	5,133	5,637	5,451	7,734	14,039	13,667
Durable-goods stores, total.....	322	311	374	359	390	421	450	457	444	438	426	452	560	1,007	984
Nondurable-goods stores, total.....	4,377	4,057	4,598	4,500	4,468	4,812	4,657	4,712	4,758	4,695	5,201	4,999	7,174	13,032	12,683
Food group.....	2,184	2,011	2,140	2,026	2,028	2,184	2,041	2,219	2,082	2,063	2,359	2,041	2,417	6,335	6,200
Grocery stores ¹	2,125	1,952	2,081	1,970	1,975	2,125	1,981	2,158	2,021	1,999	2,293	1,981	2,332	6,158	6,038
Eating and drinking places.....	115	111	126	111	111	120	131	134	138	129	127	120	123	352	313
General merchandise group.....	1,375	1,286	1,580	1,564	1,592	1,696	1,698	1,605	1,756	1,717	1,877	2,004	3,358	4,241	4,072
Department stores and dry goods, general merchandise stores.....	1,016	904	1,134	1,105	1,148	1,232	1,232	1,155	1,261	1,243	1,360	1,426	2,377	3,054	2,885
Department stores.....	887	793	994	968	1,002	1,074	1,075	1,003	1,089	1,079	1,182	1,247	2,089	2,674	2,521
Variety stores.....	229	246	280	304	281	306	304	299	320	305	330	350	675	755	758
Apparel group.....	263	225	290	365	304	350	335	292	329	341	361	367	626	778	840
Men's, boys' wear stores ²	28	22	25	29	26	33	32	26	25	28	36	37	67	75	77
Women's apparel, accessory stores ³	106	93	124	147	132	148	144	125	143	140	153	161	272	323	339
Women's ready-to-wear stores.....	98	86	115	135	122	136	132	114	133	130	141	150	250	299	312
Shoe stores.....	74	65	81	119	86	100	94	82	91	103	90	91	147	220	258
Furniture and appliance group.....	86	84	102	96	92	103	105	103	104	108	111	117	146	272	257
Tire, battery, accessory dealers.....	80	74	89	82	96	106	115	108	101	93	104	102	142	243	229
Drug and proprietary stores.....	149	145	162	148	141	152	152	153	151	154	160	155	252	456	426
Liquor stores.....	95	93	101	98	97	102	97	100	103	100	112	114	184	289	282

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,367	5,439	5,397	5,126	5,105	5,165	5,240	5,311	5,366	5,296	5,309	5,382	5,440	16,203	15,326
Grocery stores.....	2,045	2,133	2,117	2,055	2,030	1,999	2,066	2,084	2,083	2,105	2,113	2,110	2,174	6,295	6,114
Eating and drinking places.....	124	127	128	112	112	115	127	126	130	125	123	122	122	379	333
General merchandise group.....	1,897	1,870	1,867	1,721	1,718	1,768	1,759	1,791	1,830	1,755	1,783	1,830	1,819	5,634	5,162
Department stores.....	1,223	1,180	1,164	1,075	1,049	1,110	1,087	1,124	1,154	1,093	1,113	1,147	1,145	3,567	3,222
Variety stores.....	336	344	343	319	329	320	324	329	328	327	325	344	330	1,023	955
Apparel group.....	355	347	333	326	343	348	349	351	369	337	341	349	353	1,035	999
Men's, boys' wear stores ²	33	34	30	29	31	34	32	33	33	33	33	32	32	97	93
Women's apparel, accessory stores ³	151	145	143	136	151	146	153	149	156	142	144	149	148	439	415
Shoe stores.....	94	92	89	98	91	95	91	96	103	92	90	100	100	275	282
Tire, battery, accessory dealers.....	105	106	102	96	96	99	100	96	100	97	100	106	103	313	293
Drug and proprietary stores.....	159	163	169	157	147	157	156	161	158	165	167	160	163	491	457

¹ Based on weekly sales figures converted to calendar month totals. March 1965 weekly sales (in millions of dollars) were as follows: For week ending March 6 = 505; March 13 = 486; March 20 = 492; March 27 = 482; April 3 = 509.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 4 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965			1964										Total 3 months	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	5,735	5,391	6,110	5,773	5,819	6,253	6,109	6,157	6,230	6,186	6,766	6,566	9,280	17,236	16,244
Food group.....	2,515	2,328	2,477	2,273	2,272	2,444	2,292	2,503	2,384	2,358	2,679	2,359	2,798	7,320	6,974
Grocery stores.....	2,428	2,242	2,387	2,190	2,192	2,359	2,206	2,413	2,290	2,262	2,580	2,265	2,672	7,057	6,735
Eating and drinking places.....	184	172	192	156	158	171	190	196	200	187	191	185	193	548	443
General merchandise group.....	1,521	1,441	1,768	1,708	1,734	1,849	1,860	1,731	1,896	1,858	2,035	2,196	3,718	4,730	4,448
Department stores and dry goods, general merchandise stores.....	1,142	1,034	1,294	1,232	1,277	1,369	1,382	1,267	1,385	1,370	1,503	1,585	2,687	3,470	3,214
Department stores.....	981	894	1,122	1,065	1,100	1,178	1,190	1,085	1,182	1,130	1,296	1,367	2,299	2,987	2,769
Drug and proprietary stores.....	183	178	196	172	163	180	182	185	187	188	193	187	304	557	499

Note: U.S. and group totals include kinds of business not shown separately.

¹ Preliminary estimates, see Explanatory Material, page 21.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965				1964										Percent change		
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1965 from Jan.-Mar. 1964	Mar. 1965 from--		
														Mar. 1964	Feb. 1965		
THE NORTHEASTERN STATES																	
TOTAL.....	5,276	4,955	5,535	5,283	5,370	5,734	5,671	5,508	5,435	5,362	5,673	5,581	7,337	+5	+5	+12	
Durable-goods stores, total.....	1,498	1,457	1,741	1,553	1,714	1,817	1,775	1,605	1,587	1,498	1,553	1,578	1,964	+10	+12	+19	
Nondurable-goods stores, total....	3,778	3,498	3,794	3,730	3,656	3,917	3,896	3,903	3,848	3,864	4,120	4,003	5,373	+3	+2	+8	
Food group.....	1,483	1,358	1,442	1,385	1,381	1,484	1,450	1,564	1,470	1,438	1,552	1,406	1,626	+2	+4	+6	
Grocery stores.....	1,258	1,144	1,214	1,152	1,159	1,249	1,217	1,324	1,237	1,204	1,310	1,178	1,360	+3	+5	+6	
Eating and drinking places.....	447	432	480	447	466	508	528	542	541	500	500	464	495	+6	+7	+11	
CAF ² , total.....	1,091	1,004	1,174	1,246	1,181	1,314	1,338	1,209	1,261	1,348	1,464	1,542	2,504	0	-6	+17	
General merchandise group.....	511	487	585	537	529	585	608	567	598	635	695	764	1,323	+12	+9	+20	
Department stores.....	327	302	375	333	330	368	383	345	364	402	440	464	806	+15	+13	+24	
Apparel group.....	351	293	338	439	376	435	430	343	367	419	443	440	741	-9	-23	+15	
Furniture and appliance group.....	229	224	251	270	276	294	300	299	296	294	326	338	440	-9	-7	+12	
Lumber, bldg.,hdwe.,farm equip. grp...	C													+8	+15	+27	
Gasoline service stations.....	304	289	306	301	307	325	327	342	338	314	317	307	312	+4	+2	+6	
Drug and proprietary stores.....	164	154	164	151	146	152	160	160	157	161	166	158	211	+7	+9	+6	
THE NORTH CENTRAL STATES																	
TOTAL.....	5,881	5,593	6,390	5,872	6,254	6,674	6,549	6,558	6,362	6,341	6,885	6,514	8,030	+6	+9	+14	
Durable-goods stores, total.....	1,877	1,879	2,274	1,918	2,198	2,242	2,284	2,226	2,036	2,101	2,254	2,097	2,406	+12	+19	+21	
Nondurable-goods stores, total....	4,004	3,714	4,116	3,954	4,056	4,432	4,265	4,332	4,326	4,240	4,631	4,417	5,624	+4	+4	+11	
Food group.....	1,433	1,320	1,408	1,356	1,359	1,472	1,428	1,509	1,470	1,406	1,536	1,384	1,574	+1	+4	+7	
Grocery stores.....	1,328	1,220	1,300	1,246	1,248	1,349	1,302	1,386	1,345	1,288	1,412	1,268	1,441	+2	+4	+7	
Eating and drinking places.....	461	425	462	440	458	493	510	538	544	505	520	474	491	+5	+5	+9	
CAF ² , total.....	1,195	1,086	1,321	1,300	1,310	1,386	1,393	1,343	1,424	1,438	1,576	1,646	2,554	+4	+2	+22	
General merchandise group.....	638	613	754	724	735	785	796	749	824	817	896	966	1,540	+6	+4	+23	
Department stores.....	382	353	432	419	444	468	476	434	480	487	532	555	916	+6	+3	+22	
Apparel group.....	293	231	276	307	295	327	298	286	299	325	357	358	600	+1	-10	+19	
Furniture and appliance group.....	264	242	291	269	280	274	299	308	301	296	323	322	414	+4	+8	+20	
Lumber, bldg.,hdwe.,farm equip. grp...	330	308	409	401	489	533	571	557	514	555	580	463	473	-5	+2	+33	
Automotive group.....	1,144	1,186	1,427	1,103	1,291	1,285	1,250	1,207	1,059	1,061	1,176	1,126	1,256	+22	+29	+20	
Gasoline service stations.....	560	512	544	502	521	551	542	576	566	546	583	562	595	+9	+8	+6	
Drug and proprietary stores.....	217	207	220	198	191	214	205	213	212	214	227	213	299	+7	+11	+6	
THE SOUTH																	
TOTAL.....	5,704	5,511	6,148	5,702	5,809	6,198	5,994	6,013	5,919	5,687	6,038	5,748	7,458	+8	+8	+12	
Durable-goods stores, total.....	2,019	2,074	2,350	2,067	2,163	2,303	2,228	2,159	2,021	1,990	2,028	1,895	2,371	+13	+14	+13	
Nondurable-goods stores, total....	3,685	3,437	3,798	3,635	3,646	3,895	3,766	3,865	3,898	3,697	4,010	3,853	5,087	+5	+4	+11	
Food group.....	1,399	1,308	1,392	1,266	1,282	1,373	1,352	1,456	1,403	1,341	1,469	1,343	1,535	+7	+10	+6	
Grocery stores.....	1,336	1,235	1,318	1,201	1,212	1,304	1,285	1,381	1,329	1,275	1,403	1,278	1,458	+7	+10	+7	
Eating and drinking places.....	355	323	355	323	345	357	359	381	381	353	354	336	357	+11	+10	+10	
CAF ² , total.....	1,130	1,050	1,226	1,232	1,188	1,286	1,258	1,220	1,346	1,280	1,422	1,422	2,331	+6	0	+17	
General merchandise group.....	550	528	638	626	624	673	633	613	680	631	714	748	1,280	+6	+2	+21	
Department stores.....	277	256	324	311	312	337	323	311	351	328	373	385	656	+8	+4	+27	
Apparel group.....	303	260	307	361	304	333	312	308	349	342	380	364	652	-2	-15	+18	
Furniture and appliance group.....	277	262	281	245	260	280	313	299	317	307	328	310	399	+18	+15	+7	
Lumber, bldg.,hdwe.,farm equip. grp...	293	296	330	344	396	436	418	387	338	352	370	329	329	+7	-4	+C	
Automotive group.....	1,303	1,359	1,566	1,314	1,355	1,412	1,312	1,290	1,170	1,146	1,159	1,073	1,337	+15	+19	+15	
Gasoline service stations.....	498	460	502	477	486	512	538	543	538	496	511	501	531	+5	+5	+9	
Drug and proprietary stores.....	197	196	203	188	186	201	196	190	193	185	191	185	257	+9	+8	+4	
THE WEST																	
TOTAL.....	3,720	3,549	3,934	3,645	3,753	3,902	4,028	4,066	4,062	3,923	4,009	3,877	4,894	+6	+8	+11	
Durable-goods stores, total.....	1,271	1,254	1,404	1,203	1,285	1,331	1,432	1,409	1,367	1,304	1,298	1,243	1,460	+10	+17	+12	
Nondurable-goods stores, total....	2,449	2,295	2,530	2,442	2,468	2,571	2,596	2,657	2,695	2,619	2,711	2,634	3,434	+4	+4	+10	
Food group.....	927	868	928	884	876	919	884	955	940	914	971	884	1,027	+4	+5	+7	
Grocery stores.....	864	806	860	807	795	837	809	880	869	845	906	822	949	+4	+7	+7	
Eating and drinking places.....	296	273	295	275	278	292	314	335	339	313	314	294	315	+6	+7	+8	
CAF ² , total.....	731	678	772	781	775	818	852	824	880	861	897	935	1,471	+1	-1	+14	
General merchandise group.....	395	370	435	416	422	436	454	451	489	467	496	543	905	+8	+5	+18	
Department stores.....	C													+10	+8	+19	
Apparel group.....	153	133	152	176	165	187	198	181	194	203	196	193	331	-7	-14	+14	
Furniture and appliance group.....	C													-4	-2	+C	
Gasoline service stations.....	317	300	331	305	303	320	347	359	359	345	350	342	352	+5	+9	+10	
Drug and proprietary stores.....	138	135	145	143	142	146	144	144	146	141	140	133	199	+2	+1	+7	

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges from 7.1 and 10.5 percent for dollar volume estimates and year-to-year percent change and between 3.1 and 4.5 for the percent change over two consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965			1964										Percent change		
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1965 from Jan.-Mar. 1964		Mar. 1965 from-- Mar. 1964 Feb. 1965
New England Division, total.....	1,373	1,252	1,409	1,272	1,313	1,423	1,439	1,417	1,422	1,380	1,427	1,419	1,936	+10	+11	+13
Durable-goods stores.....	421	395	489	417	477	513	493	430	444	415	417	432	568	+13	+17	+24
Nondurable-goods stores.....	952	857	920	855	836	910	946	987	978	965	1,010	987	1,368	+8	+8	+7
Food group.....	368	327	345	318	318	353	362	403	382	364	386	349	405	+7	+8	+6
GAF ² , total.....	244	222	261	263	256	289	305	277	298	306	315	338	616	+2	-1	+18
General merchandise group.....	114	110	134	107	108	128	146	137	146	142	149	165	320	+27	+25	+22
Gasoline service stations.....	81	75	81	78	81	87	90	95	91	88	86	80	82	+6	+4	+8
Middle Atlantic Division, total....	3,903	3,703	4,126	4,011	4,057	4,311	4,232	4,091	4,013	3,982	4,246	4,162	5,401	+4	+3	+11
Durable-goods stores.....	1,077	1,062	1,252	1,136	1,237	1,304	1,282	1,175	1,143	1,083	1,136	1,146	1,396	+9	+10	+18
Nondurable-goods stores.....	2,826	2,641	2,874	2,875	2,820	3,007	2,950	2,916	2,870	2,899	3,110	3,016	4,005	+2	0	+9
Eating and drinking places.....	350	342	378	363	377	406	417	424	423	387	388	357	381	+4	+4	+11
GAF ² , total.....	847	782	913	983	925	1,025	1,033	932	963	1,042	1,149	1,204	1,888	-1	-7	+17
General merchandise group.....	397	377	451	430	421	457	462	430	452	493	546	599	1,003	+8	+5	+20
Apparel group.....	269	230	265	349	300	349	348	272	284	324	351	345	565	-11	-24	+15
Gasoline service stations.....	223	214	225	223	226	238	237	247	247	226	231	227	230	+4	+1	+5
Drug and proprietary stores.....	116	111	120	112	107	111	116	114	111	118	122	114	146	+5	+7	+8
East North Central Division, total.	4,209	4,011	4,606	4,247	4,497	4,778	4,656	4,581	4,489	4,464	4,882	4,653	5,738	+6	+8	+15
Durable-goods stores.....	1,292	1,295	1,586	1,357	1,558	1,574	1,579	1,479	1,370	1,424	1,562	1,455	1,656	+11	+17	+22
Nondurable-goods stores.....	2,917	2,716	3,020	2,890	2,939	3,204	3,077	3,102	3,119	3,040	3,320	3,198	4,082	+4	+4	+11
Food group.....	1,090	1,009	1,078	1,034	1,033	1,116	1,074	1,126	1,101	1,046	1,142	1,041	1,187	+2	+4	+7
Eating and drinking places.....	344	313	340	326	335	359	372	390	400	369	380	348	361	+6	+4	+9
GAF ² , total.....	876	799	986	968	970	1,023	1,019	965	1,031	1,050	1,148	1,208	1,880	+4	+2	+23
General merchandise group.....	463	449	560	536	541	577	581	539	594	596	644	706	1,115	+5	+4	+25
Apparel group.....	219	173	207	234	223	250	227	213	230	243	269	271	459	0	-12	+20
Gasoline service stations.....	369	346	366	340	342	355	352	379	379	364	394	375	392	+7	+8	+6
Drug and proprietary stores.....	159	151	161	142	139	159	152	157	154	154	165	157	220	+9	+13	+7
West North Central Division, total.	1,672	1,582	1,784	1,625	1,757	1,896	1,893	1,977	1,873	1,877	2,003	1,861	2,292	+7	+10	+13
Durable-goods stores.....	565	584	698	561	640	668	705	747	666	677	692	642	750	+14	+23	+18
Nondurable-goods stores.....	1,087	998	1,096	1,064	1,117	1,228	1,188	1,230	1,207	1,200	1,311	1,219	1,542	+3	+3	+10
Food group.....	343	311	330	322	326	356	354	383	369	360	394	343	387	-1	+2	+6
GAF ² , total.....	319	287	335	332	340	363	374	378	393	388	428	438	674	+4	+1	+17
General merchandise group.....	175	164	194	188	194	208	215	210	230	221	252	260	425	+6	+3	+18
Gasoline service stations.....	191	166	178	162	179	196	190	197	187	182	189	187	203	+15	+10	+7
South Atlantic Division, total.....	2,826	2,700	2,981	2,789	2,828	3,035	2,938	2,919	2,936	2,786	2,974	2,871	3,794	+9	+7	+10
Durable-goods stores.....	949	959	1,060	976	1,028	1,107	1,066	1,003	977	948	973	911	1,143	+12	+9	+11
Nondurable-goods stores.....	1,877	1,741	1,921	1,813	1,800	1,928	1,872	1,916	1,959	1,838	2,001	1,960	2,651	+7	+6	+10
Eating and drinking places.....	193	177	193	171	181	184	189	208	213	195	193	182	199	+15	+13	+9
GAF ² , total.....	590	559	656	637	601	651	641	607	680	660	737	754	1,254	+11	+3	+17
General merchandise group.....	290	284	342	328	321	345	330	311	346	323	364	397	690	+10	+4	+20
Apparel group.....	159	138	167	186	148	162	157	150	180	177	192	191	352	+2	-10	+21
Gasoline service stations.....	238	216	235	221	230	241	248	256	258	236	251	242	255	+7	+6	+9
Drug and proprietary stores.....	101	98	99	92	89	97	97	94	97	91	94	93	131	+13	+8	+1
East South Central Division, total.	1,048	1,010	1,126	1,092	1,114	1,195	1,144	1,129	1,117	1,103	1,161	1,093	1,372	+5	+3	+11
Nondurable-goods stores.....	671	628	688	677	689	749	703	713	724	712	772	716	921	+4	+2	+10
Food group.....	274	254	272	241	251	276	264	475	274	266	298	269	300	+10	+13	+7
GAF ² , total.....	201	190	217	236	236	251	235	225	243	231	257	245	410	0	-8	+14
General merchandise group.....	106	99	119	121	124	133	123	118	126	121	139	134	232	+3	-2	+20
Gasoline service stations.....	94	89	95	101	100	107	109	112	116	111	109	102	105	-3	-6	+7
West South Central Division, total.	1,830	1,801	2,041	1,821	1,867	1,968	1,912	1,965	1,866	1,798	1,903	1,784	2,292	+9	+12	+13
Durable-goods stores.....	671	628	688	677	689	749	703	713	724	712	772	716	921	+4	+2	+10
Nondurable-goods stores.....	1,137	1,068	1,189	1,145	1,157	1,218	1,191	1,225	1,215	1,147	1,237	1,177	1,515	+3	+4	+11
Food group.....	433	417	447	421	426	441	439	475	453	435	460	414	469	+3	+6	+7
Eating and drinking places.....	107	97	108	100	109	115	118	121	114	108	111	106	107	+10	+8	+11
GAF ² , total.....	339	301	353	359	351	384	382	388	423	389	428	423	667	+3	-2	+17
General merchandise group.....	154	145	177	177	179	195	180	184	208	187	211	217	358	+2	0	+22
Mountain Division, total.....	771	717	821	762	795	837	901	907	918	848	879	827	1,026	+3	+8	+15
Nondurable-goods stores.....	511	473	527	529	527	544	575	603	610	570	583	562	721	-1	0	+11
Food group.....	134	123	142	151	150	159	164	163	177	160	169	173	276	-1	+1	+6
GAF ² , total.....	70	63	75	83	84	88	89	87	98	84	90	95	167	-3	-6	+15
General merchandise group.....	70	63	75	83	84	88	89	87	98	84	90	95	167	-3	-10	+19
Pacific Division, total.....	2,949	2,832	3,113	2,883	2,958	3,065	3,127	3,159	3,144	3,075	3,130	3,050	3,868	+7	+8	+10
Durable-goods stores.....	1,011	1,010	1,110	970	1,017	1,038	1,106	1,105	1,059	1,026	1,002	978	1,155	+9	+14	+10
Nondurable-goods stores.....	1,938	1,822	2,003	1,913	1,941	2,027	2,021	2,054	2,085	2,049	2,128	2,072	2,713	+5	+5	+10
Food group.....	727	681	729	686	689	722	694	751	741	721	756	686	799	+5	+6	+7
Eating and drinking places.....	248	229	246	226	227	237	249	263	269	248	254	243	262	+9	+9	+7
GAF ² , total.....	597	555	630	630	625	659	688	661	703	701	728	762	1,195	+3	0	+14
General merchandise group.....	325	307	360	333	338	348	365	364	391	383	406	448	738	+10	+8	+17
Gasoline service stations.....	229	219	241	219	220	233	239	242	239	234	249	246	251	+6	+10	+10

Note: Estimates are based on a sample. (See sampling variabilities in table 17.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State and kind of business	1965				1964										Percent change	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1965 from Jan.-Mar. 1964	Mar. 1965 from Mar. 1964	
California, total.....	2,295	2,202	2,372	2,195	2,260	2,354	2,389	2,375	2,336	2,300	2,355	2,344	2,999	+6	+8	
Nondurable-goods stores.....	1,476	1,380	1,502	1,442	1,466	1,540	1,540	1,537	1,542	1,514	1,606	1,569	2,116	+4	+4	
GAP ²	471	446	499	485	486	514	562	515	544	535	558	596	979	+5	+3	
Florida, total.....	703	674	722	650	616	633	609	590	577	581	646	614	855	+13	+11	
Nondurable-goods stores.....	483	447	488	440	411	417	400	404	403	380	425	430	605	+13	+11	
Illinois, total.....	1,222	1,164	1,336	1,289	1,349	1,427	1,394	1,316	1,295	1,292	1,391	1,399	1,713	+4	+4	
Nondurable-goods stores.....	905	845	958	943	953	1,057	1,002	949	962	947	1,014	1,017	1,294	+3	+2	
GAP ²	284	265	334	335	335	351	360	308	341	344	381	419	623	+4	0	
Indiana, total.....	543	540	641	564	588	648	608	590	566	575	626	572	692	+7	+14	
Massachusetts, total.....	666	620	707	630	665	697	675	630	623	621	643	663	888	+12	+12	
Nondurable-goods stores.....	450	415	449	413	412	441	442	431	434	436	473	467	620	+9	+9	
Michigan, total.....	950	874	1,007	893	961	1,024	991	1,004	974	991	1,091	1,043	1,292	+10	+13	
Nondurable-goods stores.....	602	539	597	541	552	618	605	619	625	624	680	653	850	+8	+10	
Minnesota, total.....	338	338	381	338	376	429	446	437	411	387	429	396	471	+8	+13	
Missouri, total.....	502	478	539	484	507	537	546	562	555	561	591	549	682	+10	+11	
New Jersey, total.....	775	768	846	802	808	869	851	820	789	773	814	809	1,037	+9	+5	
Nondurable-goods stores.....	511	498	545	546	533	570	566	564	545	551	572	556	715	+3	0	
New York, total.....	1,930	1,806	2,002	2,028	2,036	2,156	2,114	2,045	2,033	2,027	2,132	2,043	2,631	-1	-1	
Nondurable-goods stores.....	1,475	1,364	1,476	1,494	1,469	1,569	1,541	1,522	1,500	1,512	1,616	1,545	2,044	0	-1	
GAP ²	432	401	467	523	495	548	557	496	516	547	601	605	937	-5	-11	
North Carolina, total.....	407	381	427	394	436	458	400	476	474	442	447	412	540	+10	+8	
Ohio, total.....	1,064	1,026	1,185	1,074	1,126	1,184	1,155	1,153	1,161	1,145	1,280	1,172	1,441	+7	+10	
Nondurable-goods stores.....	712	672	746	694	695	752	735	740	765	760	832	781	993	+6	+7	
Pennsylvania, total.....	1,198	1,129	1,278	1,181	1,213	1,286	1,267	1,226	1,191	1,182	1,300	1,310	1,733	+8	+8	
Nondurable-goods stores.....	840	779	853	835	818	868	843	830	825	836	922	915	1,246	+4	+2	
GAP ²	266	236	282	290	272	296	290	265	279	303	349	384	622	+4	-3	
Texas, total.....	1,122	1,114	1,273	1,113	1,129	1,192	1,161	1,200	1,141	1,101	1,150	1,055	1,378	+12	+14	
Nondurable-goods stores.....	703	658	732	695	714	761	750	773	758	721	760	717	935	+4	+5	
Wisconsin, total.....	430	407	437	427	473	495	508	518	493	461	494	467	600	+2	+2	

Note: Estimates are based on a sample. (See sampling variabilities in table 18.)

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - March 1965 from February 1965			State	Percent change - March 1965 from February 1965			State	Percent change - March 1965 from February 1965		
	Total	Non- durable- goods stores	GAP ¹ stores		Total	Non- durable- goods stores	GAP ¹ stores		Total	Non- durable- goods stores	GAP ¹ stores
California.....	+8	+9	+12	Michigan.....	+15	+11	+23	North Carolina.....	+12	+13	+21
Florida.....	+7	+9	+16	Minnesota.....	+13	+8	+13	Ohio.....	+15	+11	+17
Illinois.....	+15	+13	+26	Missouri.....	+13	+11	+19	Pennsylvania.....	+13	+9	+19
Indiana.....	+19	+11	+22	New Jersey.....	+10	+9	+13	Texas.....	+14	+11	+16
Massachusetts.....	+14	+8	+21	New York.....	+11	+8	+16	Wisconsin.....	+7	+7	+17

Note: Sampling variabilities are shown in table 18.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 9.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Area	1965			1964										Percent change	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Mar. 1965 from Jan.-Mar. 1964	Mar. 1965 from Mar. 1964
Standard Consolidated Areas ²															
Chicago, Ill.-Northwestern Ind., total.....	887	848	969	910	942	986	958	895	888	894	962	988	1,253	+7	+6
GAP ³	231	221	274	277	279	294	298	252	280	286	319	346	508	+5	-1
New York-Northeastern N.J., total...	1,806	1,691	1,864	1,846	1,829	1,951	1,905	1,790	1,751	1,779	1,884	1,847	2,384	+3	+1
GAP ³	419	389	447	488	456	517	527	464	462	517	562	565	852	-3	-8
Standard Metropolitan Statistical Areas ²															
Chicago, Ill., total.....	815	777	882	853	877	914	889	822	816	821	873	907	1,155	+5	+3
GAP ³	219	209	260	265	266	280	281	237	265	268	295	328	481	+3	-2
Detroit, Mich., total.....	499	452	529	437	464	497	468	457	453	498	569	541	674	+15	+21
GAP ³	100	89	111	95	98	110	105	102	109	122	128	136	221	+15	+17
Los Angeles-Long Beach, Calif., total.	1,057	976	1,051	1,004	1,022	1,061	1,063	1,070	1,060	1,058	1,073	1,092	1,414	+3	+5
GAP ³	233	216	237	250	248	260	276	266	282	274	286	303	473	-2	-5
New York, N.Y., total.....	1,275	1,173	1,298	1,308	1,282	1,356	1,326	1,262	1,243	1,274	1,348	1,306	1,689	0	-1
GAP ³	317	290	335	369	346	390	394	346	348	388	420	419	628	-5	-9
Philadelphia, Pa., total.....	488	476	535	529	527	555	524	496	481	496	538	536	722	+3	+1
GAP ³	107	99	120	125	116	131	129	113	115	134	146	161	257	+1	-4

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.)

¹ Preliminary estimates.² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMCA includes Orange County, California.³ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 10.--PERCENT CHANGE IN SALES OF ALL RETAIL AND GAF STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, March 1965 from February 1965		Statistical areas	Percent change, March 1965 from February 1965	
	Total	GAF ¹		Total	GAF ¹
Standard Consolidated Areas ²					
Chicago, Ill.-Northwestern Indiana.....	+14	+24	Detroit, Mich.....	+17	+25
New York-Northeastern N.J.....	+10	+15	Houston, Texas.....	+17	+16
			Kansas City, Mo.-Kansas.....	+17	+17
			Los Angeles-Long Beach, Calif.....	+8	+10
			Minneapolis-St. Paul, Minn.....	+14	+10
			Newark, N.J.....	+12	+15
			New York, N.Y.....	+11	+16
			Paterson-Clifton-Passaic, N.J.....	+9	+10
			Philadelphia, Pa.-N.J.....	+12	+21
			Pittsburgh, Pa.....	+19	+22
			St. Louis, Mo.-Ill.....	+9	+17
			San Francisco-Oakland, Calif.....	+8	+13
			Seattle, Wash.....	+16	+21
			Washington, D.C.-Md.-Va.....	+10	+12
Standard Metropolitan Statistical Areas					
Baltimore, Md.....	+12	+21			
Boston, Mass.....	+16	+20			
Buffalo, N.Y.....	+13	+13			
Chicago, Ill.....	+14	+24			
Cleveland, Ohio.....	+16	+15			
Dallas, Texas.....	+16	+18			

Note: Sampling variabilities are shown in table 20, page 16.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 11.--PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	March 1965 from--		3 mos. 1965 from 3 mos. 1964		March 1965 from--		3 mos. 1965 from 3 mos. 1964
	March 1964	February 1965			March 1964	February 1965	
STANDARD METROPOLITAN STATISTICAL AREA				New York-Northeastern New Jersey ¹	0	+18	+2
Akron, Ohio.....	-1	+13	+1	New York City.....	-1	+19	+1
Asheville, N.C.....	-9	+33	-1	Newark, N.J.....	+5	+15	-2
Atlanta, Ga.....	+2	+33	+3	Norfolk-Portsmouth, Va.....	-10	+21	-5
Augusta, Ga.....	+1	+36	+2	Oklahoma City, Okla.....	+1	+20	+1
Baltimore, Md.....	-6	+19	-1	Omaha, Nebr.....	-7	+19	-3
Baton Rouge, La.....	-3	+26	+3	Peoria, Ill.....	-5	(NA)	-1
Binghamton, N.Y.....	-7	+21	0	Philadelphia, Pa.....	-10	+11	0
Birmingham, Ala.....	-2	+38	-3	Pittsburgh, Pa.....	-1	+27	-1
Boston, Mass.....	-6	+21	-1	Portland, Oreg.....	+3	+19	+5
Buffalo, N.Y.....	+5	+27	+4	Reading, Pa.....	-9	+16	+2
Canton, Ohio.....	-4	+9	0	Richmond, Va.....	-6	+21	-1
Chattanooga, Tenn.....	-1	+43	+3	Rochester, N.Y.....	0	+21	+2
Chicago, Ill.....	0	(NA)	+1	Sacramento, Calif.....	-5	+19	-4
Cincinnati, Ohio.....	-7	+22	-4	St. Louis, Mo.....	-4	-12	-3
Cleveland, Ohio.....	-2	+20	-1	Salt Lake City, Utah.....	0	+21	+4
Columbus, Ohio.....	+1	+32	+2	San Antonio, Tex.....	-8	+35	-2
Corpus Christi, Tex.....	+6	+31	0	San Diego, Calif.....	+1	+14	+2
Dallas, Tex.....	-1	+26	+1	Savannah, Ga.....	-4	+30	+1
Denver, Colo.....	-7	+18	-5	Seattle, Wash.....	+4	+21	+7
Des Moines, Iowa.....	+3	(NA)	+1	Shreveport, La.....	-10	+28	-3
Detroit, Mich.....	+14	(NA)	+10	South Bend, Ind.....	-2	(NA)	-4
El Paso, Tex.....	-4	+20	-1	Spokane, Wash.....	+6	+1	+6
Erie, Pa.....	-6	+42	+1	Springfield, Mo.....	-12	+29	-2
Flint, Mich.....	+9	(NA)	+10	Springfield, Ohio.....	-4	+18	0
Fort Wayne, Ind.....	+6	(NA)	+3	Syracuse, N.Y.....	+2	+32	+2
Grand Rapids, Mich.....	-7	(NA)	-5	Tacoma, Wash.....	+11	+25	+11
Houston, Tex.....	0	+23	+5	Tampa-St. Petersburg, Fla.....	-3	+22	-1
Indianapolis, Ind.....	-3	(NA)	-4	Toledo, Ohio.....	+4	+34	+1
Jacksonville, Fla.....	-4	+26	-1	Trenton, N.J.....	-5	+8	-1
Kansas City, Mo.....	-7	+22	-3	Tulsa, Okla.....	-5	+22	+1
Knoxville, Tenn.....	-6	+26	-1	Waco, Tex.....	-8	+26	-5
Lancaster, Pa.....	-10	+12	-1	Washington, D.C.....	-1	+16	+5
Lexington, Ky.....	-5	+29	0	Wheeling, W.Va.....	+3	+21	+7
Los Angeles-Long Beach, Calif.....	-2	+16	-1	Wichita, Kans.....	-4	+27	-2
Louisville, Ky.....	+1	+28	+4	Worcester, Mass.....	-2	+24	+3
Macon, Ga.....	-18	+25	-9	Youngstown, Ohio.....	0	+14	+4
Memphis, Tenn.....	-13	+20	-8	CITIES			
Miami, Fla.....	+3	+21	+4	Bridgeport, Conn.....	-26	+13	-21
Milwaukee, Wis.....	-4	(NA)	-1	Bristol, Tenn.-Va.....	-9	+26	-2
Mobile, Ala.....	-8	+29	-4	Duluth, Minn.-Superior, Wis.....	-10	+22	-6
New Orleans, La.....	-5	+15	+3	Minneapolis, Minn.....	-8	0	-4
				Oakland-Berkely, Calif.....	-5	+10	-1
				Portsmouth, Ohio.....	-11	+19	-1
				Rome, Ga.....	-6	+33	0
				St. Paul, Minn.....	-3	+7	+3
				San Francisco, Calif.....	-6	+17	0

Note: Data are furnished by Federal Reserve Banks and subject to revision.

(NA) Not available.

¹ The breakdown shown does not include all portions of the area.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965			1964										Percent change, Mar. 1965 from--	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1964	Feb. 1965
	Data NOT ADJUSTED for seasonal variations and holiday differences														
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	16,401	15,848	15,754	14,557	14,853	15,384	15,296	15,463	15,519	15,689	15,729	15,813	16,929	+8	-1
Durable-goods stores, total.....	6,627	6,474	6,442	6,131	6,218	6,491	6,647	6,691	6,724	6,833	6,799	6,646	6,885	+5	0
Nondurable-goods stores, total.....	9,774	9,374	9,312	8,426	8,635	8,893	8,649	8,772	8,795	8,856	8,930	9,167	10,044	+11	-1
General merchandise group.....	352	341	352	344	336	335	338	351	365	368	355	340	361	+2	+3
Grocery stores.....	287	281	290	290	282	286	291	297	299	308	296	284	302	0	+3
Eating and drinking places.....	130	125	121	86	87	89	91	78	81	79	96	104	129	+41	-3
General merchandise group.....	6,294	5,969	5,862	5,014	5,127	5,308	5,239	5,459	5,521	5,593	5,640	5,812	6,478	+17	-2
Department stores and dry goods, general merchandise stores.....	5,063	4,760	4,660	3,963	4,080	4,195	4,190	4,365	4,414	4,470	4,506	4,604	5,216	+18	-2
Department stores.....	4,503	4,224	4,135	3,526	3,633	3,735	3,728	3,862	3,908	3,962	4,002	4,077	4,638	+17	-2
Mail order houses (department store misc.)..	1,014	997	998	884	881	928	865	890	911	910	930	967	1,027	0	0
Apparel group.....	1,206	1,102	1,086	986	986	1,006	994	1,000	1,007	1,044	1,083	1,110	1,325	+10	-1
Women's ready-to-wear stores.....	508	481	497	459	465	457	438	419	422	442	464	470	575	+8	+3
Furniture and appliance group.....	2,520	2,441	2,399	2,101	2,055	2,104	2,111	2,202	2,251	2,312	2,323	2,316	2,523	+14	-2
Furniture, home furnishings stores.....	1,900	1,828	1,806	1,577	1,556	1,587	1,595	1,696	1,760	1,781	1,783	1,778	1,896	+15	-1
Furniture stores.....	1,705	1,643	1,621	1,411	1,405	1,442	1,434	1,546	1,606	1,615	1,601	1,595	1,708	+15	-1
Household appliance, TV, radio stores.....	620	613	592	524	499	517	516	506	491	531	540	538	627	+13	-3
Household appliance dealers.....	538	534	515	461	437	457	452	446	431	438	452	460	539	+12	-4
lumber, building, hardware, farm equip. group.	1,631	1,621	1,635	1,682	1,810	1,960	1,968	1,965	1,940	1,948	1,984	1,824	1,684	-3	+1
Lumber yards, building materials dealers ² ...	1,155	1,137	1,130	1,201	1,309	1,384	1,356	1,356	1,355	1,365	1,392	1,301	1,180	-6	-1
Lumber yards.....	824	825	814	857	945	1,003	963	965	960	965	985	910	829	-5	-1
Automotive group.....	1,493	1,458	1,473	1,460	1,488	1,553	1,610	1,590	1,614	1,630	1,539	1,563	1,602	+1	+1
Passenger car dealers ³	1,012	966	977	954	997	1,002	1,005	985	1,031	1,052	992	1,015	1,044	+2	+1
Passenger car dealers (franchised).....	939	895	918	887	909	920	930	912	956	980	919	936	972	+3	+3
Tire, battery, accessory dealers.....	430	445	454	472	465	521	571	552	528	517	497	503	510	-4	+2
Automotive service stations.....	441	447	458	461	457	465	470	460	461	458	460	460	443	-1	+2
Other retail stores.....	2,334	2,344	2,368	2,423	2,507	2,564	2,475	2,358	2,279	2,257	2,249	2,284	2,383	-2	+1
CHARGE ACCOUNTS															
United States, total.....	7,703	7,466	7,482	7,221	7,431	7,718	7,594	7,535	7,502	7,555	7,584	7,611	8,025	+4	0
Durable-goods stores, total.....	3,500	3,453	3,465	3,268	3,399	3,582	3,657	3,670	3,653	3,720	3,706	3,617	3,644	+6	0
Nondurable-goods stores, total.....	4,203	4,013	4,017	3,953	4,032	4,136	3,937	3,865	3,849	3,835	3,878	3,994	4,381	+2	0
General merchandise group.....	343	331	343	333	326	322	325	337	353	356	344	331	353	+3	+4
General merchandise group.....	1,130	991	945	916	905	959	928	965	956	951	972	1,015	1,240	+3	-5
Department stores and dry goods, general merchandise stores.....	1,044	907	858	835	823	868	824	848	846	838	867	909	1,145	+3	-5
Department stores.....	896	772	726	721	705	751	708	718	717	697	732	764	983	+1	-6
Apparel group.....	867	787	777	689	694	708	705	702	714	748	780	810	972	+13	-1
Furniture and appliance group.....	828	810	794	639	634	655	669	716	729	767	784	788	854	+24	-2
Furniture, home furnishings stores.....	607	591	588	461	478	496	508	556	579	615	621	617	625	+28	-1
lumber, building, hardware, farm equip. group.	1,465	1,466	1,480	1,490	1,625	1,760	1,775	1,770	1,751	1,741	1,785	1,652	1,516	-1	+1
Lumber yards, building materials dealers ² ...	1,106	1,089	1,082	1,146	1,252	1,328	1,308	1,297	1,289	1,290	1,320	1,250	1,130	-6	-1
Lumber yards.....	793	794	784	822	910	970	936	932	921	919	942	884	801	-5	-1
Automotive group.....	915	888	912	849	855	899	915	891	893	921	864	880	928	+7	+3
Passenger car dealers (franchised).....	666	633	667	607	624	632	637	613	624	652	612	642	685	+10	+5
Automotive service stations.....	429	439	450	447	444	452	457	449	451	449	450	451	433	+1	+3
INSTALLMENT ACCOUNTS															
United States, total.....	8,698	8,382	8,272	7,336	7,422	7,666	7,702	7,928	8,017	8,134	8,145	8,202	8,904	+13	-1
Durable-goods stores, total.....	3,127	3,021	2,977	2,863	2,819	2,909	2,990	3,021	3,071	3,113	3,093	3,029	3,241	+4	-1
Nondurable-goods stores, total.....	5,571	5,361	5,295	4,473	4,603	4,757	4,712	4,907	4,946	5,021	5,052	5,173	5,663	+18	-1
General merchandise group.....	5,164	4,978	4,917	4,098	4,222	4,349	4,311	4,494	4,565	4,642	4,668	4,797	5,238	+20	-1
Department stores and dry goods, general merchandise stores.....	4,019	3,853	3,802	3,128	3,257	3,327	3,366	3,517	3,568	3,632	3,639	3,695	4,071	+22	-1
Department stores.....	3,607	3,452	3,409	2,805	2,928	2,984	3,020	3,144	3,191	3,265	3,270	3,313	3,655	+22	-1
Apparel group.....	339	315	309	297	292	298	289	298	293	296	303	300	353	+4	-2
Furniture and appliance group.....	1,692	1,631	1,604	1,462	1,421	1,449	1,442	1,486	1,522	1,545	1,539	1,528	1,669	+10	-2
Furniture, home furnishings stores.....	1,293	1,237	1,218	1,116	1,078	1,091	1,087	1,140	1,181	1,166	1,162	1,161	1,271	+9	-2
Household appliance, TV, radio stores.....	399	394	386	346	343	358	355	345	341	379	377	367	399	+12	-3
lumber, building, hardware, farm equip. group.	166	155	155	192	185	200	193	195	189	207	199	172	168	-19	0
Automotive group.....	578	570	561	611	633	654	695	699	721	709	675	683	674	-8	-2
Tire, battery, accessory dealers.....	243	248	255	271	278	300	344	339	325	319	303	314	322	-6	+3

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. U.S. and group totals include kinds of business not shown separately. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

³ Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

(Millions of dollars)

Kind of business	1965				1964									Percent change, Mar. 1965 from--	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1964	Feb. 1965
	Data ADJUSTED for seasonal variations and holiday differences														
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	16,038	16,381	16,259	14,988	15,088	15,355	15,270	15,596	15,626	15,854	15,767	15,732	15,798	+8	-1
Durable-goods stores, total.....	6,823	6,907	6,799	6,471	6,412	6,508	6,542	6,511	6,501	6,678	6,607	6,528	6,696	+5	-2
Nondurable-goods stores, total.....	9,215	9,474	9,460	8,517	8,676	8,847	8,728	9,085	9,125	9,176	9,160	9,204	9,102	+11	0
Food group.....	357	352	359	351	351	341	341	349	349	355	348	342	350	+2	+2
General merchandise group.....	5,797	6,026	6,010	5,132	5,252	5,395	5,384	5,666	5,743	5,764	5,772	5,794	5,727	+17	0
Department stores.....	4,085	4,272	4,254	3,617	3,730	3,811	3,800	4,015	4,074	4,105	4,099	4,100	4,088	+18	0
Mail order houses (department store mdse.).....	978	1,020	1,019	903	899	931	887	922	931	920	930	934	945	+13	0
Apparel group.....	1,102	1,110	1,084	974	993	1,043	1,040	1,118	1,112	1,086	1,086	1,099	1,090	+11	-2
Women's ready-to-wear stores.....	477	490	478	437	448	460	461	481	476	460	466	479	479	+9	-2
Furniture and appliance group.....	2,461	2,443	2,449	2,146	2,101	2,097	2,117	2,266	2,281	2,340	2,321	2,300	2,365	+14	0
Furniture, home furnishings stores.....	1,841	1,829	1,844	1,610	1,594	1,585	1,612	1,754	1,782	1,787	1,780	1,769	1,776	+15	+1
Furniture stores.....	1,630	1,640	1,643	1,430	1,441	1,436	1,440	1,592	1,611	1,633	1,620	1,618	1,602	+15	0
Household appliance, TV, radio stores.....	620	614	605	536	507	512	505	512	499	553	541	531	589	+13	-1
Household appliance dealers.....	541	536	518	465	450	453	441	441	438	456	457	454	509	+11	-3
Lumber, building, hardware, farm equipment group.....	1,841	1,870	1,841	1,892	1,889	1,952	1,914	1,806	1,749	1,789	1,805	1,757	1,780	-3	-2
Lumber yards, building materials dealers ²	1,283	1,301	1,297	1,376	1,374	1,392	1,355	1,267	1,227	1,256	1,255	1,207	1,225	-6	0
Lumber yards.....	923	944	950	997	991	1,004	937	886	863	886	900	859	865	-5	+1
Automotive group.....	1,546	1,568	1,540	1,524	1,506	1,535	1,559	1,521	1,590	1,641	1,501	1,538	1,566	+1	-2
Passenger car dealers (franchised).....	965	962	953	919	904	908	916	881	959	1,002	885	919	942	+4	-1
Tire, battery, accessory dealers.....	453	480	482	501	494	520	536	513	504	500	498	497	504	-4	0
Gasoline service stations.....	455	476	469	469	457	454	452	453	450	458	448	448	467	-1	-2
CHARGE ACCOUNTS															
United States, total.....	7,776	7,874	7,845	7,521	7,528	7,588	7,555	7,576	7,492	7,593	7,464	7,462	7,555	+4	0
Durable-goods stores, total.....	3,739	3,837	3,783	3,564	3,515	3,561	3,582	3,529	3,466	3,577	3,454	3,468	3,615	+6	-1
Nondurable-goods stores, total.....	4,037	4,037	4,062	3,957	4,013	4,027	3,973	4,047	4,026	4,016	4,010	3,994	3,940	+3	+1
General merchandise group.....	1,007	977	993	946	971	971	972	1,052	1,047	1,003	1,023	997	973	+5	+2
Department stores.....	779	760	772	753	774	766	754	793	792	746	773	747	739	+3	+2
Apparel group.....	790	802	779	681	702	744	748	799	806	778	779	783	769	+14	-3
Furniture and appliance group.....	814	824	831	663	646	658	670	754	748	785	766	767	772	+25	+1
Furniture, home furnishings stores.....	597	609	620	486	480	492	512	587	590	610	603	605	577	+28	+2
Lumber, building, hardware, farm equipment group.....	1,670	1,717	1,699	1,709	1,707	1,743	1,727	1,625	1,570	1,590	1,599	1,578	1,603	-1	-1
Lumber yards, building materials dealers ²	1,240	1,260	1,255	1,326	1,318	1,337	1,303	1,208	1,161	1,181	1,184	1,154	1,175	-5	0
Lumber yards.....	898	919	925	966	962	972	906	853	823	839	854	830	839	-4	+1
Automotive group.....	936	948	954	886	865	875	891	865	891	938	827	864	916	+8	+1
Passenger car dealers (franchised).....	670	666	690	626	616	618	628	605	630	676	592	630	675	+10	+4
Gasoline service stations.....	444	465	458	456	444	441	440	443	438	449	437	440	457	0	-2
INSTALLMENT ACCOUNTS															
United States, total.....	8,262	8,507	8,414	7,467	7,561	7,767	7,715	8,020	8,134	8,261	8,303	8,269	8,243	+13	-1
Durable-goods stores, total.....	3,084	3,070	3,018	2,907	2,897	2,947	2,960	2,982	3,035	3,101	3,153	3,060	3,081	+4	-2
Nondurable-goods stores, total.....	5,178	5,437	5,396	4,560	4,664	4,820	4,755	5,038	5,099	5,160	5,150	5,209	5,162	+18	-1
General merchandise group.....	4,790	5,049	5,017	4,186	4,282	4,424	4,412	4,614	4,696	4,761	4,749	4,797	4,753	+20	-1
Department stores.....	3,306	3,512	3,482	2,865	2,958	3,045	3,047	3,221	3,283	3,359	3,327	3,353	3,347	+22	-1
Apparel group.....	312	308	305	293	291	299	292	319	306	308	307	316	321	+4	-1
Furniture and appliance group.....	1,647	1,619	1,618	1,478	1,458	1,439	1,450	1,512	1,533	1,559	1,561	1,535	1,585	+9	0
Furniture, home furnishings stores.....	1,244	1,220	1,224	1,124	1,114	1,093	1,100	1,167	1,192	1,177	1,177	1,164	1,199	+9	0
Household appliance, TV, radio stores.....	403	399	394	354	344	346	350	345	341	382	384	371	386	+11	-1
Automotive group.....	610	620	586	638	641	660	668	656	699	703	674	674	650	-8	-5
Tire, battery, accessory dealers.....	250	259	270	286	293	312	325	319	306	307	316	312	314	-6	+4

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. U.S. and group totals include kinds of business not shown separately. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 13.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES:
UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965				1964										Percent change, Mar. 1965 from--	
	Jan.	Feb.	Mar. ¹	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1964	Feb. 1965	
Data NOT ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	6,362	6,146	6,060	5,300	5,392	5,564	5,624	5,624	5,667	5,782	5,881	6,021	6,651	+14	-1	
Durable-goods stores, total.....	1,197	1,195	1,184	1,152	1,159	1,200	1,262	1,257	1,257	1,286	1,302	1,278	1,290	+3	-1	
Nondurable-goods stores, total.....	5,165	4,951	4,876	4,148	4,233	4,364	4,362	4,367	4,410	4,496	4,579	4,743	5,361	+18	-1	
General merchandise group.....	4,649	4,461	4,395	3,717	3,810	3,936	3,925	3,930	3,982	4,051	4,114	4,273	4,823	+18	-1	
Department stores and dry goods, general merchandise stores.....	3,845	3,676	3,622	3,048	3,146	3,208	3,229	3,240	3,290	3,352	3,402	3,510	3,994	+19	-1	
Department stores.....	3,451	3,299	3,250	2,734	2,823	2,879	2,899	2,908	2,948	3,007	3,052	3,142	3,585	+19	-1	
Apparel group.....	315	291	282	250	253	248	257	260	247	251	272	278	337	+13	-3	
Furniture and appliance group.....	397	395	389	374	358	361	358	364	368	377	382	381	392	+4	-2	
Fire, battery, accessory dealers.....	274	276	282	273	283	302	338	345	336	337	335	337	341	+3	+2	
CHARGE ACCOUNTS																
United States, total.....	1,073	998	966	956	940	995	1,012	991	972	981	1,022	1,021	1,163	+1	-4	
Durable-goods stores, total.....	298	291	277	290	305	313	336	338	335	344	346	335	313	-4	-5	
Nondurable-goods stores, total.....	775	707	689	666	635	682	676	653	637	637	676	686	850	+3	-3	
General merchandise group.....	432	378	362	381	360	401	391	368	350	339	365	373	497	-5	-5	
Department stores and dry goods, general merchandise stores.....	394	343	325	342	321	355	335	314	301	292	317	328	455	-5	-5	
Department stores.....	367	318	300	315	293	326	306	285	271	267	293	303	424	-5	-6	
Apparel group.....	155	142	140	118	118	119	124	125	122	120	132	134	166	+19	-1	
Furniture and appliance group.....	47	47	41	44	42	39	41	42	40	45	47	43	44	-7	-13	
INSTALLMENT ACCOUNTS																
United States, total.....	5,289	5,148	5,094	4,344	4,452	4,569	4,612	4,633	4,695	4,801	4,859	5,000	5,488	+17	-1	
Durable-goods stores, total.....	899	904	907	862	854	887	926	919	922	942	956	943	977	+5	0	
Nondurable-goods stores, total.....	4,390	4,244	4,187	3,482	3,598	3,682	3,686	3,714	3,773	3,859	3,903	4,057	4,511	+20	-1	
General merchandise group.....	4,217	4,083	4,033	3,336	3,450	3,535	3,534	3,562	3,632	3,712	3,749	3,900	4,326	+21	-1	
Department stores and dry goods, general merchandise stores.....	3,451	3,333	3,297	2,706	2,825	2,853	2,894	2,926	2,989	3,060	3,085	3,182	3,539	+22	-1	
Department stores.....	3,084	2,981	2,950	2,419	2,530	2,553	2,593	2,623	2,677	2,740	2,759	2,839	3,161	+22	-1	
Apparel group.....	160	149	142	132	135	129	133	135	125	131	140	144	171	+8	-5	
Furniture and appliance group.....	350	348	348	330	316	322	317	322	328	332	335	338	348	+5	0	
Data ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	5,926	6,236	6,212	5,432	5,530	5,659	5,714	5,798	5,797	5,888	5,971	5,995	6,027	+14	0	
Durable-goods stores, total.....	1,205	1,242	1,223	1,194	1,194	1,220	1,260	1,238	1,219	1,254	1,290	1,257	1,258	+2	-2	
Nondurable-goods stores, total.....	4,721	4,994	4,989	4,238	4,336	4,439	4,454	4,560	4,578	4,634	4,681	4,738	4,769	+18	0	
General merchandise group.....	4,237	4,499	4,513	3,814	3,909	4,016	4,022	4,105	4,126	4,165	4,199	4,264	4,295	+18	0	
Department stores.....	3,110	3,332	3,326	2,796	2,884	2,947	2,972	3,033	3,054	3,105	3,122	3,167	3,198	+19	0	
Apparel group.....	286	287	280	249	252	253	261	283	273	271	282	284	274	+12	-2	
Furniture and appliance group.....	394	362	388	375	363	365	363	365	372	382	381	378	374	+3	+7	
Fire, battery, accessory dealers.....	285	291	302	291	297	308	322	323	318	322	343	337	333	+4	+4	
CHARGE ACCOUNTS																
United States, total.....	1,015	1,027	1,010	991	997	1,008	1,027	1,036	1,000	994	1,022	997	1,013	+2	-2	
Durable-goods stores, total.....	325	333	302	317	317	319	331	324	311	321	316	316	316	-5	-9	
Nondurable-goods stores, total.....	690	694	708	674	680	689	696	712	689	673	706	681	697	+5	+2	
General merchandise group.....	368	366	385	397	404	412	412	418	386	354	382	364	382	-3	+5	
Department stores.....	309	306	319	328	332	335	330	327	303	284	308	295	315	-3	+4	
Apparel group.....	140	140	140	119	118	121	125	132	139	131	136	140	132	+18	0	
Furniture and appliance group.....	51	46	42	46	41	41	41	40	41	46	45	43	41	-9	-9	
INSTALLMENT ACCOUNTS																
United States, total.....	4,911	5,209	5,202	4,441	4,533	4,650	4,686	4,763	4,798	4,895	4,948	4,998	5,013	+17	0	
Durable-goods stores, total.....	880	909	921	877	877	901	929	914	908	933	974	941	942	+5	+1	
Nondurable-goods stores, total.....	4,031	4,300	4,281	3,564	3,656	3,749	3,757	3,849	3,890	3,962	3,974	4,057	4,071	+20	0	
General merchandise group.....	3,869	4,133	4,128	3,418	3,506	3,603	3,610	3,687	3,740	3,811	3,818	3,900	3,911	+21	0	
Department stores.....	2,801	3,026	3,007	2,468	2,553	2,613	2,643	2,707	2,751	2,822	2,815	2,871	2,881	+22	-1	
Apparel group.....	146	147	140	130	134	132	136	151	134	140	146	144	142	+8	-5	
Furniture and appliance group.....	343	316	346	329	322	324	322	325	331	336	336	335	333	+5	+9	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percentage changes. Sampling variabilities are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(2) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

Percent change over 2 consecutive months²

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
AF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	b
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Automotive group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Gasoline service stations.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	B	a	a	a	b	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(²)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(¹)	A	B	(¹)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
AF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	B	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	A	B	B	B	B
Gasoline service stations.....	B	B	B	C	B	C	C	C	C
Drug and proprietary stores.....	C	B	B	C	B	C	C	B	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(²)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(¹)	A	A	(¹)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
AF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	A	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(³)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(¹)	a	a	(¹)	a	b	a	a
Eating and drinking places.....	a	a	b	b	b	c	b	a	a
AF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	a
Apparel group.....	a	a	a	a	a	b	a	a	a
Gasoline service stations.....	b	a	a	b	b	a	a	c	b
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(¹) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (²) More than 10.5 percent. (³) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	A	B	B	a	a	a
Indiana.....	B	-	C	B	B	C	a	c	c
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	-	B	B	B	a	a	b
Minnesota.....	B	C	-	B	C	B	a	b	a
Missouri.....	B	-	-	B	B	B	a	a	a
New Jersey.....	B	B	-	B	B	B	a	a	a
New York.....	B	A	A	A	B	B	b	a	a
North Carolina.....	B	C	-	B	A	A	a	a	a
Oio.....	B	B	-	B	C	B	a	b	b
Pennsylvania.....	B	B	C	B	B	C	a	a	a
Texas.....	B	A	A	A	A	A	a	a	a
Wisconsin.....	B	B	-	B	B	B	a	a	b
Illinois.....	B	C	-	B	C	B	a	a	b

Table 19.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates		Percent change from same month a year ago	
	Total	GAF	Total	GAF
Standard Consolidated Areas				
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B
New York-Northeastern New Jersey.....	B	B	B	B
Standard Metropolitan Statistical Areas				
Chicago, Ill.....	B	B	B	B
Detroit, Mich.....	B	B	B	B
Los Angeles-Long Beach, Calif.....	B	B	B	B
New York, N.Y.....	B	B	B	B
Philadelphia, Pa.-N.J.....	B	B	B	B

Table 20.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

Area	Percent change over 2 consecutive months		Area	Percent change over 2 consecutive months	
	Total	GAF		Total	GAF
Standard Consolidated Areas			Detroit, Mich.....	b	b
Chicago, Ill.-Northwestern Indiana.....	a	b	Houston, Tex.....	a	b
New York-Northeastern New Jersey.....	a	a	Kansas City, Mo.-Kansas.....	b	a
			Los Angeles-Long Beach, Calif.....	a	b
			Minneapolis-St. Paul, Minn.....	a	a
Standard Metropolitan Statistical Areas			Newark, N.J.....	b	b
Baltimore, Md.....	b	b	New York, N.Y.....	a	a
Boston, Mass.....	a	b	Paterson-Clifton-Passaic, N.J.....	b	a
Buffalo, N.Y.....	a	b	Philadelphia, Pa.-N.J.....	b	b
Chicago, Ill.....	a	b	Pittsburgh, Pa.....	b	a
Cleveland, Ohio.....	a	a	St. Louis, Mo.-Ill.....	b	b
Dallas, Texas.....	a	b	San Francisco-Oakland, Calif.....	a	a
			Seattle, Wash.....	b	a
			Washington, D.C.-Md.-Va.....	a	a

Table 21.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.5	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.5-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(2) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimate for the 2 months.

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	82.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3	101.5	91.0	97.4	99.5	100.4	108.2	108.2	97.5	97.7	103.4	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.1	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.4	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores..	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4	82.6	71.2	111.3	98.4	90.5	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores..	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	93.7	132.4
Liquor stores.....	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.5	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	93.4	95.9	97.9	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores..	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	96.6	96.1	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

(NA) Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLES OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JULY 1964-JUNE 1965

Kind of business	1964						1965					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
All Stores												
TOTAL ACCOUNTS RECEIVABLE	99.4	99.6	99.1	100.0	100.7	106.9	101.9	96.7	96.8	98.7	100.3	100.2
United States, total ^r	102.8	103.5	102.4	103.3	101.9	102.7	97.3	93.8	94.8	96.8	99.3	101.6
Durable-goods stores, total.....	96.5	96.3	96.4	97.4	99.6	110.4	105.9	99.0	98.5	100.1	100.8	99.1
Nondurable-goods stores, total ^r	100.6	104.5	103.8	102.1	99.3	103.0	98.7	97.0	98.1	95.8	98.2	99.1
Food group.....	96.2	96.0	96.9	97.7	100.4	113.8	108.7	99.2	97.4	97.8	98.5	97.1
General merchandise group ^r	95.9	95.6	96.3	97.4	99.6	114.8	110.5	99.1	97.0	97.5	98.1	97.7
Department stores ^r	96.5	97.9	98.9	100.0	103.5	108.7	103.7	97.7	97.9	97.7	100.0	97.3
Mail order houses (department store merchandise) ^r	89.5	90.6	96.1	99.8	101.1	121.8	109.5	99.2	100.2	100.7	96.6	95.9
Apparel group.....	87.2	88.7	96.0	99.6	100.8	120.1	106.6	98.2	103.9	104.8	99.5	95.5
Women's ready-to-wear stores.....	97.2	98.7	98.7	99.8	100.5	107.0	102.6	100.2	98.3	97.4	100.2	99.8
Furniture and appliance group.....	96.8	98.8	99.7	100.0	100.4	106.8	103.2	100.1	98.1	97.5	100.1	99.1
Furniture, home furnishings stores.....	97.1	99.7	98.9	98.8	98.6	106.6	104.6	100.2	98.7	97.2	100.5	99.9
Furniture stores.....	98.8	98.3	96.0	99.9	101.4	106.5	100.0	99.9	97.9	98.3	101.0	102.3
Household appliance, TV, radio stores.....	101.2	98.5	96.0	98.9	101.4	105.8	99.4	99.7	99.4	96.9	100.8	102.6
Household appliance dealers.....	108.8	110.9	108.9	109.9	103.8	94.6	88.6	86.7	88.8	95.7	100.4	102.6
Lumber, building, hardware, farm equipment group.....	107.0	110.4	108.7	110.9	107.8	96.3	90.0	87.4	87.1	95.3	99.5	99.9
Lumber yards, building materials dealers.....	108.9	111.3	108.9	109.4	105.9	95.8	89.3	87.4	85.7	95.4	100.0	102.8
Lumber yards.....	104.6	101.4	99.4	102.6	101.7	102.3	96.5	92.9	95.7	98.8	101.2	103.2
Automotive group.....	103.5	99.7	97.8	103.8	101.9	103.2	97.3	93.0	96.3	100.6	101.4	101.2
Passenger car dealers (franchised).....	107.7	104.7	103.3	99.7	101.2	101.2	95.0	92.8	94.2	94.0	100.2	106.7
Tire, battery, accessory dealers.....	101.6	102.5	99.9	102.7	102.6	94.9	96.9	94.0	98.4	100.1	102.6	104.0
Gasoline service stations.....												
CHARGE ACCOUNTS	99.6	100.3	99.6	101.8	102.1	106.2	99.0	94.9	95.4	99.2	101.8	100.6
United States, total.....	104.0	105.4	104.0	107.3	104.3	100.8	93.6	90.0	91.6	96.6	100.7	102.0
Durable-goods stores, total.....	95.5	95.6	95.5	96.7	100.0	111.2	104.1	99.4	98.9	101.6	102.9	99.2
Nondurable-goods stores, total.....	91.7	91.3	94.8	95.0	101.8	127.5	112.3	101.4	95.2	94.9	99.1	95.4
General merchandise group.....	90.5	90.5	93.4	94.7	102.3	133.1	115.1	101.6	94.0	93.0	98.3	93.7
Department stores.....	87.9	88.6	96.1	100.1	103.5	126.4	109.8	98.1	99.7	100.8	95.3	94.5
Apparel group.....	94.9	97.5	97.7	102.3	102.7	110.6	102.1	98.8	96.6	97.8	99.4	100.2
Furniture and appliance group.....	94.7	98.1	100.9	102.9	101.9	108.4	101.7	97.1	94.8	99.7	100.8	99.2
Furniture, home furnishings stores.....	108.9	111.5	109.5	111.6	104.7	94.6	87.7	85.4	87.1	95.1	101.2	102.6
Lumber, building, hardware, farm equipment group.....	107.4	111.0	109.2	111.5	108.3	96.2	89.2	86.4	86.2	94.9	99.4	100.1
Lumber yards, building materials dealers.....	109.2	111.9	109.5	110.3	106.5	95.5	88.3	86.4	84.8	94.6	99.9	103.3
Lumber yards.....	103.0	100.2	98.2	104.5	101.9	101.3	97.8	93.7	95.6	98.9	102.7	102.7
Automotive group.....	101.3	99.1	96.4	103.4	101.9	101.5	99.4	95.0	96.7	101.5	102.3	101.2
Passenger car dealers (franchised).....	101.4	103.0	99.9	103.0	102.6	94.7	96.7	94.4	98.2	100.2	102.5	104.0
Gasoline service stations.....												
INSTALLMENT ACCOUNTS	99.0	98.8	98.6	98.1	99.2	107.8	105.0	98.5	98.4	98.0	98.8	100.0
United States, total ^r	101.3	101.2	100.4	98.1	99.0	105.2	101.4	98.4	98.7	97.1	98.7	101.1
Durable-goods stores, total.....	97.4	97.0	97.3	98.1	99.3	109.7	107.6	98.6	98.1	98.6	98.8	99.1
Nondurable-goods stores, total ^r	97.4	97.2	97.5	98.3	100.0	110.2	107.8	98.6	98.0	98.6	98.4	97.6
General merchandise group ^r	97.6	97.2	97.2	98.3	98.8	109.2	109.1	98.3	97.9	99.0	98.0	99.0
Department stores ^r	93.5	95.7	96.2	98.8	94.9	109.8	108.8	102.2	101.4	100.3	99.9	99.6
Apparel group.....	98.2	99.3	99.1	98.7	99.6	105.4	102.7	100.8	99.1	97.2	100.6	99.9
Furniture and appliance group.....	97.7	99.1	99.1	98.7	99.7	106.0	103.9	101.4	99.5	96.5	99.8	99.0
Furniture, home furnishings stores.....	100.0	99.9	99.1	98.7	99.0	103.3	98.9	98.7	98.0	99.7	103.6	101.4
Household appliance, TV, radio stores.....	106.6	103.1	100.9	100.1	101.3	103.7	94.7	92.0	95.8	98.7	99.3	103.9
Automotive group.....	106.4	106.2	104.0	95.8	100.7	102.7	97.2	95.7	94.6	95.0	96.2	105.8
Tire, battery, accessory dealers.....												
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE	97.1	97.9	98.4	98.7	100.5	110.3	107.0	98.5	97.5	97.7	98.5	98.3
United States, total ^r	101.6	103.2	102.7	101.3	101.7	102.5	99.4	96.2	96.6	97.0	98.4	100.2
Durable-goods stores, total.....	95.6	96.2	97.0	97.7	100.1	112.8	109.5	99.2	97.7	97.9	98.5	97.8
Nondurable-goods stores, total ^r	95.6	96.3	97.2	97.9	100.3	112.9	109.9	99.3	97.3	97.5	98.1	97.4
General merchandise group ^r	95.6	96.3	96.7	97.6	99.4	113.1	111.3	99.2	97.6	98.0	97.8	97.2
Department stores ^r	92.0	90.7	92.7	96.3	97.9	122.5	110.0	101.1	100.7	100.6	98.0	98.4
Apparel group.....	99.8	98.9	98.6	100.0	100.7	104.7	100.9	100.2	100.3	98.7	98.8	98.4
Furniture and appliance group.....	106.9	105.8	104.6	97.6	100.1	102.3	96.1	94.7	93.5	95.4	98.3	104.6
Tire, battery, accessory dealers.....												
CHARGE ACCOUNTS	95.9	97.6	98.9	100.3	102.5	114.3	105.5	97.0	95.4	95.3	98.8	98.7
United States, total.....	104.3	107.8	107.3	109.6	105.9	99.1	91.8	87.5	91.7	96.1	98.0	101.2
Durable-goods stores, total.....	91.7	92.5	94.7	95.7	100.8	122.0	112.3	101.8	97.3	94.9	99.3	97.4
Nondurable-goods stores, total.....	88.0	90.7	95.7	95.6	102.5	130.0	117.5	103.3	94.0	90.8	97.6	95.0
General merchandise group.....	87.2	89.4	94.1	95.2	102.6	134.8	118.9	103.9	94.1	90.1	97.7	92.0
Department stores.....	94.9	87.7	91.4	96.7	95.7	125.3	110.6	101.1	99.7	100.5	98.2	99.1
Apparel group.....	105.0	98.1	97.7	103.8	99.7	107.2	92.9	101.4	97.2	102.1	94.8	100.2
Furniture and appliance group.....												
INSTALLMENT ACCOUNTS	97.4	98.0	98.2	98.2	100.0	109.2	107.4	98.9	98.0	98.2	98.4	98.2
United States, total ^r	100.5	101.5	101.0	98.2	100.2	103.7	102.2	99.4	98.5	97.4	98.5	99.4
Durable-goods stores, total.....	96.5	97.0	97.4	98.2	100.0	110.8	108.9	98.7	97.8	98.5	98.3	97.4
Nondurable-goods stores, total ^r	96.6	97.1	97.4	98.2	100.0	110.6	109.0	98.8	97.7	98.4	98.2	97.4
General merchandise group ^r	96.9	97.3	97.1	98.0	98.9	109.7	110.1	98.5	98.1	99.2	97.8	97.4
Department stores ^r	89.4	93.5	93.8	95.9	99.8	120.0	109.4	101.1	101.6	100.8	97.8	97.4
Apparel group.....	99.1	99.0	98.8	99.6	100.8	104.4	101.9	110.0	100.7	98.3	99.3	98.1
Furniture and appliance group.....												

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

^r Revised data: July 1964 through June 1965.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run				
									CI	I	C	MCD	
ALL STORES													
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30	
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92	
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16	
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06	
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30	
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70	
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71	
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53	
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03	
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19	
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86	
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26	
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24	
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52	
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41	
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86	
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67	
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68	
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71	
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83	
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07	
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14	
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70	
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64	
Rug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58	
Alcohol stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06	
GROUP II STORES													
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02	
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06	
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41	
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86	
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27	
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67	
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68	
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32	
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52	
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93	
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00	
Rug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75	

PLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{U} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.86 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and .21 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, .57 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Attempts to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1½ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
All Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.8
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.8
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.4
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.6
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.2
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.5
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.2
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.3
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.8
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.8
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.7
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.2
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.4
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.2
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.2
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.2
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.2
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.2
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.6
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.8
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.0

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES

New England Division

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division

New York
New Jersey
Pennsylvania

NORTH CENTRAL STATES

East North Central Division

Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

THE SOUTH

South Atlantic Division

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division

Kentucky
Tennessee
Alabama
Mississippi

West South Central Division

Arkansas
Louisiana
Oklahoma
Texas

THE WEST

Mountain Division

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division

Washington
Oregon
California
Alaska
Hawaii

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Paterson-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

COPIES PAID
PRINTING OFFICE



For release
June 11, 1965

BR-65-4

Sales and Accounts Receivable of Retail Stores, by Kind of Business
APRIL 1965

SALES:

United States
Regions and Geographic Divisions
Selected Large States and Standard Metropolitan Statistical Areas

ACCOUNTS RECEIVABLE:

United States
Charge Account Balances
Installment Account Balances

United States data are adjusted for seasonal and holiday variations and, in the case of sales, also for trading day differences.

PERCENT CHANGE IN SALES OF RETAIL STORES, JANUARY THROUGH APRIL COMBINED,
1965 FROM 1964: UNITED STATES BY GEOGRAPHIC DIVISION
(Based on data NOT ADJUSTED for seasonal variations and trading day differences)

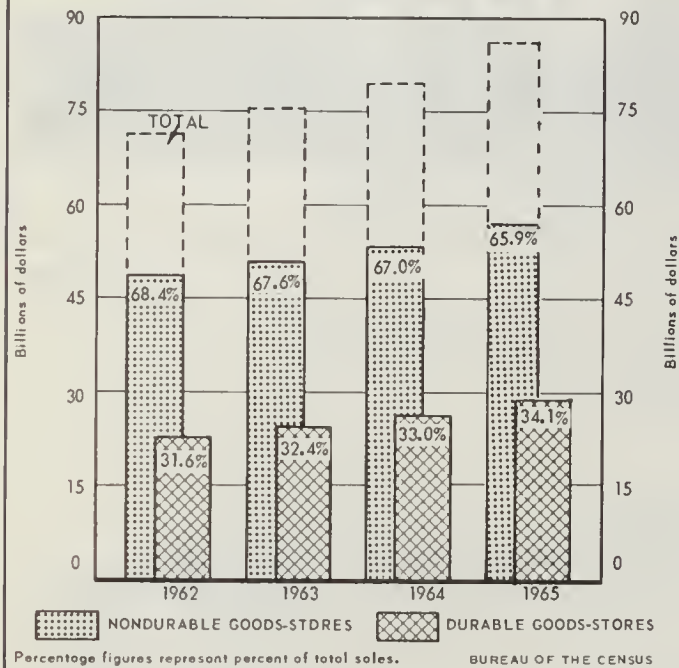


UNITED STATES +8

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

SALES OF ALL RETAIL STORES— FIRST 4 MONTHS 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

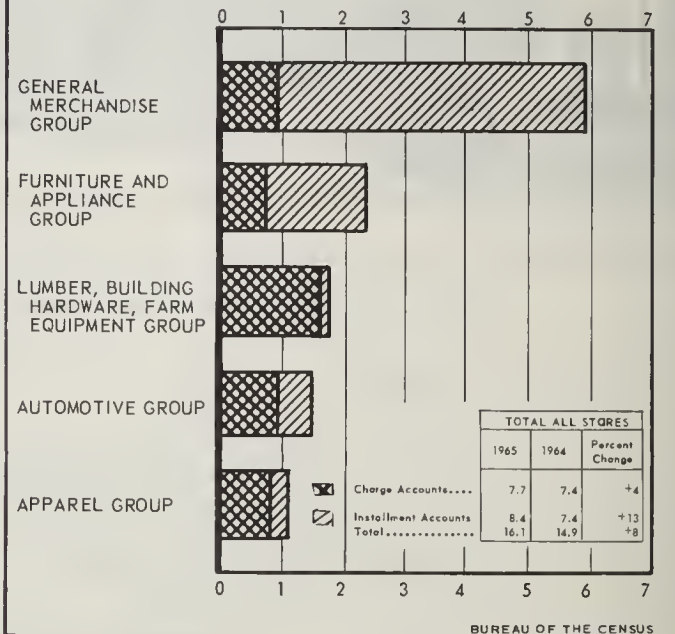
Total sales of all retail stores in the United States during April 1965 were estimated at \$23.6 billion, 7 percent above sales estimated for March 1965 and 11 percent above April 1964. After adjustment for seasonal variations and trading day differences but not for price changes, April 1965 sales amounted to \$22.9 billion, little changed from March 1965 but 7 percent higher than April 1964. April 1965 adjusted sales of durable-goods stores decreased 1 percent from the previous month while nondurable-goods stores increased 1 percent for the same period. On a year-to-year basis, adjusted sales of durable-goods stores showed an 8 percent increase over April 1964 and adjusted sales of nondurable-goods stores showed a 7 percent increase for the corresponding period.

Based on adjusted data in the durable-goods category, April 1965 sales increased 2 percent from March 1965 sales for the lumber, building, hardware, and farm equipment group, while the furniture and appliance group showed little change and the automotive group decreased 3 percent. In the nondurable-goods category, the food group and the eating and drinking places each increased 2 percent and the general merchandise group increased 1 percent from the previous month. The apparel group showed virtually no change from March 1965.

Adjusted sales for April 1965 for the automotive group and the lumber, building, hardware, and farm equipment group increased 11 percent and 6 percent respectively from April 1964. The furniture and appliance group showed no change for the same period. In the nondurable-goods category the year-to-year comparisons were: general merchandise group, up 12

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS--APRIL 1965

[Not adjusted for seasonal variations and holiday differences]
(Billions of dollars)



percent; eating and drinking places, up 9 percent; food group, up 7 percent; and the apparel group, down 1 percent.

Based on unadjusted data, the 4 regions of the United States had total sales of all retail stores for April 1965, and year-to-year comparisons as follows: the Northeastern States--\$6.0 billion, up 11 percent; the North Central States--\$7.1 billion, up 13 percent; the South--\$6.5 billion, up 12 percent; and the West--\$4.0 billion, up 8 percent.

For the 5 largest Standard Metropolitan Statistical Areas, the total unadjusted retail sales for all stores for April 1965, and year-to-year comparisons were: New York--\$1.4 billion, up 6 percent; Los Angeles-Long Beach, Calif.--\$1.1 billion, up 3 percent; Chicago, Ill.--\$1.0 billion, up 12 percent; Detroit, Mich.--\$0.5 billion, up 18 percent; Philadelphia, Pa.--\$0.6 billion, up 7 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16.1 billion in total accounts receivable balances owed by customers as of April 30, 1965. After adjustment for seasonal variations and holiday differences but not for price changes, April total receivable balances were 1 percent above the March 1965 level and 8 percent above April 1964. Compared with April 1964, adjusted installment account balances increased 13 percent and adjusted charge account balances increased 3 percent.

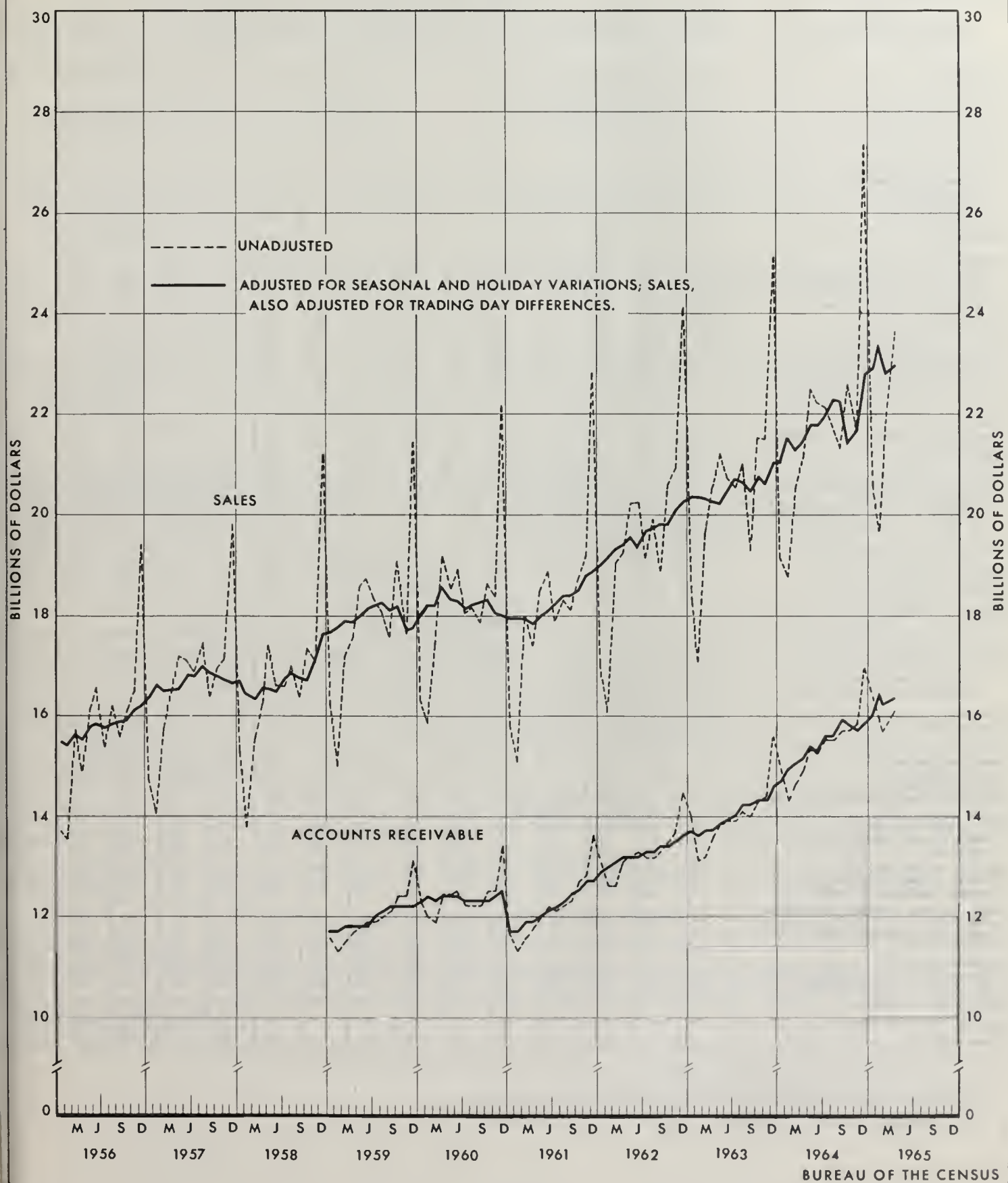


Table 1.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965					1964								Total 4 months	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	20,581	19,608	21,915	23,558	21,186	22,508	22,242	22,145	21,778	21,313	22,605	21,720	27,719	85,662	79,600
Durable-goods stores, total.....	6,665	6,664	7,709	8,076	7,360	7,693	7,719	7,399	7,011	6,893	7,133	6,813	8,201	29,114	26,254
Nondurable-goods stores, total.....	13,916	12,944	14,206	15,482	13,826	14,815	14,523	14,746	14,767	14,420	15,472	14,907	19,518	56,548	53,346
Food group.....	5,242	4,854	5,158	5,403	4,898	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,762	20,657	19,656
Grocery stores.....	4,786	4,405	4,684	4,905	4,414	4,739	4,613	4,971	4,780	4,612	5,031	4,546	5,208	18,780	17,773
Meat markets.....	121	115	121	125	123	127	127	125	123	117	128	113	130	482	510
Bakery products stores.....	95	90	97	96	94	96	92	88	94	92	99	96	106	378	371
Eating and drinking places.....	1,559	1,453	1,595	1,696	1,547	1,650	1,711	1,796	1,805	1,671	1,688	1,568	1,658	6,303	5,854
Eating places.....	1,114	1,036	1,152	1,234	1,092	1,179	1,239	1,293	1,308	1,204	1,207	1,118	1,170	4,536	4,091
Restaurants, cafeterias, lunchrooms.....	937	867	954	1,005	895	942	983	1,026	1,047	976	989	921	975	3,763	3,406
Drinking places.....	445	417	443	462	455	471	472	503	497	467	481	450	488	1,767	1,763
General merchandise group.....	2,094	1,998	2,391	2,820	2,310	2,479	2,491	2,380	2,591	2,550	2,801	3,021	5,048	9,303	8,360
Department stores and dry goods, general merchandise stores.....	1,549	1,427	1,731	2,058	1,677	1,800	1,816	1,714	1,865	1,857	2,056	2,180	3,673	6,765	5,979
Department stores.....	1,254	1,159	1,418	1,673	1,366	1,463	1,481	1,384	1,513	1,519	1,668	1,761	2,977	5,504	4,865
Variety stores.....	311	333	371	462	361	399	395	398	421	400	430	473	901	1,477	1,352
Mail order houses (department store merchandise).....	135	147	192	194	179	173	170	158	195	189	209	262	341	668	643
Apparel group.....	1,100	917	1,072	1,413	1,140	1,282	1,238	1,118	1,209	1,289	1,376	1,355	2,324	4,502	4,376
Men's, boys' wear stores ²	231	181	193	254	204	240	234	220	234	269	273	273	523	859	794
Men's, boys' clothing, furnishings stores.....	224	176	187	246	196	231	247	214	214	229	261	265	513	833	769
Women's apparel, accessory stores ³	439	378	448	560	463	506	465	427	463	497	547	539	924	1,825	1,747
Women's ready-to-wear stores.....	382	331	395	491	406	440	401	364	402	435	480	474	806	1,599	1,520
Family clothing stores.....	201	168	194	262	217	252	249	217	249	250	281	270	473	825	829
Shoe stores.....	183	152	190	273	211	233	217	195	212	235	215	210	306	798	810
Furniture and appliance group.....	953	903	1,000	1,009	1,004	1,043	1,112	1,098	1,111	1,088	1,182	1,169	1,488	3,865	3,802
Furniture, home furnishings stores.....	631	598	665	678	663	685	735	708	735	696	776	752	890	2,572	2,485
Furniture stores.....	464	423	477	486	478	497	543	532	552	508	569	550	680	1,850	1,767
Household appliance, TV, radio stores.....	322	305	335	331	341	358	377	390	376	392	406	417	598	1,293	1,317
Household appliance dealers.....	228	219	243	246	244	263	282	290	274	285	287	294	417	936	942
Lumber, building, hardware, farm equipment group.....	957	955	1,158	1,423	1,344	1,484	1,562	1,500	1,389	1,397	1,449	1,241	1,242	4,493	4,370
Lumber yards, building materials dealers ⁴	553	528	636	755	721	801	879	872	823	814	871	743	643	2,472	2,415
Lumber yards.....	356	335	413	495	473	525	580	564	555	544	591	489	412	1,599	1,597
Hardware stores.....	190	169	193	242	217	246	250	237	229	231	247	252	349	794	742
Automotive group.....	4,219	4,247	4,958	5,053	4,453	4,551	4,387	4,159	3,853	3,728	3,858	3,713	4,370	18,477	15,872
Passenger car, other automotive dealers.....	4,032	4,069	4,744	4,798	4,215	4,289	4,110	3,896	3,611	3,503	3,614	3,471	4,057	17,643	15,055
Passenger car dealers ⁵	3,944	3,973	4,614	4,625	4,077	4,141	3,947	3,723	3,436	3,385	3,486	3,357	3,947	17,156	14,627
Passenger car dealers (franchised).....	3,641	3,657	4,240	4,246	3,768	3,809	3,648	3,437	3,157	3,124	3,193	3,069	3,677	15,784	13,441
Tire, battery, accessory dealers.....	187	178	214	255	238	262	277	263	242	225	244	242	313	834	817
Gasoline service stations.....	1,679	1,561	1,698	1,783	1,617	1,708	1,754	1,820	1,801	1,701	1,761	1,712	1,790	6,721	6,248
Drug and proprietary stores.....	716	692	731	730	665	713	705	707	708	701	724	689	966	2,869	2,672
Drug stores.....	691	669	705	700	643	689	681	677	679	667	691	661	930	2,765	2,588
Liquor stores.....	455	433	448	469	446	485	472	500	489	475	510	518	770	1,805	1,740
Data ADJUSTED for seasonal variations and trading day differences															
United States, total.....	22,900	23,317	22,805	22,901	21,392	21,777	21,773	21,935	22,266	22,254	21,383	21,661	22,781	91,923	85,148
Durable-goods stores, total.....	7,855	7,966	7,669	7,564	7,010	7,218	7,002	7,060	7,324	7,541	6,496	6,695	7,645	31,054	28,066
Nondurable-goods stores, total.....	15,045	15,351	15,136	15,337	14,382	14,559	14,771	14,875	14,942	14,713	14,887	14,966	15,136	60,869	57,082
Food group.....	5,192	5,338	5,301	5,423	5,064	5,034	5,202	5,261	5,234	5,250	5,229	5,258	5,409	21,254	20,198
Grocery stores.....	4,714	4,841	4,809	4,930	4,574	4,540	4,704	4,769	4,743	4,755	4,736	4,774	4,913	19,294	18,240
Eating and drinking places.....	1,704	1,720	1,699	1,738	1,599	1,589	1,623	1,642	1,633	1,600	1,637	1,609	1,653	6,861	6,356
General merchandise group.....	2,832	2,848	2,801	2,822	2,514	2,589	2,620	2,686	2,734	2,591	2,664	2,738	2,762	11,303	10,076
Department stores.....	1,715	1,712	1,666	1,700	1,467	1,543	1,533	1,580	1,630	1,516	1,568	1,580	1,600	6,793	5,936
Variety stores.....	439	456	454	438	421	420	427	443	439	427	429	466	442	1,787	1,643
Mail order houses (department store mds.).....	193	196	208	197	192	190	200	192	205	192	198	191	196	794	758
Apparel group.....	1,327	1,335	1,261	1,255	1,272	1,295	1,322	1,316	1,363	1,285	1,301	1,310	1,300	5,178	5,041
Men's, boys' wear stores ²	258	265	253	251	241	250	244	257	269	261	259	261	257	1,027	951
Women's apparel, accessory stores ³	531	531	513	503	504	502	522	509	519	504	512	517	518	2,078	1,983
Shoe stores.....	223	219	210	203	219	223	218	217	224	206	210	229	226	855	879
Furniture and appliance group.....	1,103	1,081	1,094	1,096	1,095	1,080	1,108	1,107	1,094	1,067	1,088	1,098	1,113	4,374	4,275
Furniture, home furnishings stores.....	748	715	720	714	701	699	735	709	719	679	703	701	702	2,897	2,790
Household appliance, TV, radio stores.....	355	366	374	382	394	381	373	398	375	388	385	397	411	1,477	1,485
Lumber, building, hardware, farm equipment group.....	1,377	1,352	1,303	1,334	1,257	1,370	1,339	1,294	1,273	1,285	1,273	1,256	1,310	5,366	5,151
Lumber yards, building materials dealers ⁴	805	756	746	734	707	754	765	732	711	729	741	721	742	3,041	2,943
Hardware stores.....	245	235	224	232	205	220	227	222	227	237	242	261	262	936	861
Automotive group.....	4,709	4,855	4,592	4,470	4,026	4,126	3,885	3,989	4,259	4,531	3,495	3,685	4,588	18,626	16,033
Passenger car, other automotive dealers.....	4,470	4,608	4,352	4,220	3,788	3,880	3,645	3,755	4,025	4,301	3,265	3,428	4,344	17,650	15,070
Tire, battery, accessory dealers.....	239	247	240	250	238	246	240	234	234	230	230	257	244	976	963
Gasoline service stations.....	1,749	1,798	1,774	1,812	1,674	1,670	1,683	1,701	1,690	1,695	1,722	1,738	1,755	7,133	6,582
Drug and proprietary stores.....	734	745	748	754	689	713	721	726	722	734	739	724	731	2,981	2,751
Liquor stores.....	499	515	504	498	486	495	503	495	494	499	503	509	508	2,016	1,930

Note: U.S. totals include kinds of businesses not shown separately. Sampling variabilities for unadjusted data shown in table 13, page 14.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes men's, boys' clothing, furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

⁴ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.

⁵ Includes both franchised and nonfranchised car dealers.

Table 2.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	April 1965 from--		4 months 1965 from 4 months 1964		April 1965 from--		4 months 1965 from 4 months 1964
	April 1964	March 1965			April 1965	March 1965	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+11	+7	+8	Furniture and appliance group.....	0	+1	+2
Durable-goods stores, total.....	+10	+5	+11	Furniture stores.....	+2	+2	+5
Nondurable-goods stores, total.....	+12	+9	+6	Floor coverings stores*.....	+6	+1	+2
Food group.....	+10	+5	+5	Household appliance, TV, radio stores.....	-3	-1	-2
Grocery stores.....	+11	+5	+6	Household appliance stores.....	+1	+1	-1
Meat markets.....	+2	+3	-5	TV, radio stores*.....	-12	-7	-5
Fruit stores, vegetable markets*.....	0	+23	-11	Lumber, building, hardware, farm equip. group...	+6	+23	+3
Candy, nut, confectionery stores*.....	+34	+8	+15	Lumber, building materials dealers.....	+5	+19	+2
Bakery products stores.....	+2	-1	+2	Lumber yards.....	+5	+20	0
Delicatessen stores*.....	-4	-4	0	Paint, glass, wallpaper stores*.....	+2	+8	+3
Eating and drinking places.....	+10	+6	+8	Heating and plumbing equipment dealers*.....	-11	+15	-20
Eating places.....	+13	+7	+11	Hardware stores.....	+12	+25	+7
Restaurants, cafeterias, lunchrooms.....	+12	+5	+10	Farm equipment dealers*.....	+5	+29	+1
Drinking places.....	+2	+4	0	Automotive group.....	+13	+2	+16
General merchandise group.....	+22	+18	+11	Passenger car dealers.....	+14	0	+17
Department stores and dry goods, general merchandise stores.....	+23	+19	+13	Passenger car dealers (franchised).....	+13	0	+17
Department stores.....	+22	+18	+13	Tire, battery, accessory dealers.....	+7	+19	+2
Variety stores.....	+28	+25	+9	Gasoline service stations.....	+10	+5	+8
Mail order houses (department store merchandise).....	+8	+1	+4	Fuel, fuel oil dealers*.....	+10	-25	+9
Apparel group.....	+24	+32	+3	Fuel dealers, except fuel oil*.....	+9	-31	+7
Men'a, boys' clothing, furnishings stores.....	+26	+32	+8	Fuel oil dealers*.....	+11	-21	+10
Men's, boys' clothing stores*.....	+28	+32	+9	Drug and proprietary stores.....	+10	0	+7
Men's, boys' furnishings stores*.....	+16	+30	0	Drug stores.....	+9	-1	+7
Women's ready-to-wear stores.....	+21	+24	+5	Liquor stores.....	+5	+5	+4
Family clothing stores.....	+21	+35	0	Jewelry stores*.....	+6	-12	+12
Women's apparel, accessory, specialty stores*..	+7	+33	-2	Florists*.....	+41	+46	+13
Shoe stores.....	+29	+44	-1	Book stores*.....	(NA)	-17	(NA)
				Stationery stores*.....	-5	0	-8
				Music stores*.....	+30	0	+19
				Camera, photographic supply stores*.....	-8	0	-12
				Optical goods stores*.....	+31	+5	+15
				Typewriter stores*.....	-64	-8	-41
Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	April 1965 from--		4 months 1965 from 4 months 1964		April 1965 from--		4 months 1965 from 4 months 1964
	April 1964	March 1965			April 1964	March 1965	

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

(NA) Not available.

Table 3.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)																
Kind of business	1965				1964										Total 4 months	
	Jan.	Feb.	Mar.	Apr.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
	Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,699	4,368	4,972	5,611	4,858	5,233	5,107	5,169	5,202	5,133	5,637	5,451	7,734	19,650	18,525	
Durable-goods stores, total.....	322	311	374	419	390	421	450	457	444	438	436	452	560	1,426	1,374	
Nondurable-goods stores, total.....	4,377	4,057	4,598	5,192	4,468	4,812	4,657	4,712	4,758	4,695	5,201	4,999	7,174	18,224	17,151	
Food group.....	2,184	2,011	2,140	2,290	2,028	2,184	2,041	2,219	2,082	2,063	2,359	2,041	2,417	8,625	8,228	
Grocery stores ¹	2,125	1,952	2,081	2,222	1,975	2,125	1,981	2,158	2,021	1,999	2,293	1,981	2,332	8,380	8,013	
Eating and drinking places.....	115	111	126	132	111	120	131	134	138	129	127	120	123	484	424	
General merchandise group.....	1,375	1,286	1,580	1,885	1,592	1,696	1,698	1,605	1,756	1,717	1,877	2,004	3,358	6,126	5,664	
Department stores and dry goods, general																
merchandise stores.....	1,016	904	1,134	1,370	1,148	1,232	1,232	1,155	1,261	1,243	1,360	1,426	2,377	4,424	4,033	
Department stores.....	887	793	994	1,192	1,002	1,074	1,075	1,003	1,089	1,079	1,182	1,247	2,089	3,866	3,523	
Variety stores.....	229	246	280	345	281	306	304	299	320	305	330	350	675	1,100	1,039	
Apparel group.....	263	225	290	406	304	350	335	292	329	341	361	367	626	1,184	1,144	
Men's, boys' wear stores ²	28	22	25	36	26	33	32	26	25	28	36	37	67	111	103	
Women's apparel, accessory stores ³	106	93	124	162	132	148	144	125	143	140	153	161	272	485	471	
Women's ready-to-wear stores.....	98	86	115	149	122	136	132	114	133	130	141	150	250	448	434	
Shoe stores.....	74	65	81	124	86	100	94	82	91	103	90	91	147	344	344	
Furniture and appliance group.....	86	84	102	104	92	103	105	103	104	108	111	117	146	376	349	
Tire, battery, accessory dealers.....	80	74	89	108	96	106	115	108	101	93	104	102	142	351	325	
Drug and proprietary stores.....	149	145	162	167	141	152	152	153	151	154	160	155	252	623	567	
Liquor stores.....	95	93	101	104	97	102	97	100	103	100	112	114	184	393	379	

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,367	5,439	5,397	5,487	5,105	5,165	5,240	5,311	5,366	5,296	5,309	5,382	5,440	21,690	20,431
Grocery stores.....	2,045	2,133	2,117	2,164	2,030	1,999	2,066	2,084	2,083	2,105	2,113	2,110	2,174	8,459	8,144
Eating and drinking places.....	124	127	128	134	112	115	127	126	130	125	123	122	122	513	445
General merchandise group.....	1,897	1,870	1,867	1,899	1,718	1,768	1,759	1,791	1,830	1,755	1,783	1,830	1,819	7,493	6,880
Department stores.....	1,223	1,180	1,164	1,180	1,049	1,110	1,087	1,124	1,154	1,093	1,113	1,147	1,145	4,747	4,271
Variety stores.....	336	344	343	325	329	320	324	329	328	327	325	344	330	1,348	1,284
Apparel group.....	355	347	333	346	343	348	349	351	369	337	341	349	353	1,381	1,342
Men's, boys' wear stores ²	33	34	30	36	31	34	32	33	33	33	33	32	32	133	124
Women's apparel, accessory stores ³	151	145	143	144	151	146	153	149	156	142	144	149	148	583	566
Shoe stores.....	94	92	89	93	91	95	91	96	103	92	90	100	100	368	373
Tire, battery, accessory dealers.....	105	106	102	107	96	99	100	96	100	97	100	106	103	420	389
Drug and proprietary stores.....	159	163	169	177	147	157	156	161	158	165	167	160	163	668	604

¹ Based on weekly sales figures converted to calendar month totals. April 1965 weekly sales (in millions of dollars) were as follows: For week ending April 10 = 488; April 17 = 526; April 24 = 465; May 1 = 494.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 4 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)																
Kind of business	1965				1964										Total 4 months	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	5,735	5,391	6,099	6,825	5,819	6,253	6,109	6,157	6,230	6,186	6,766	6,566	9,280	24,050	22,063	
Food group.....	2,515	2,328	2,476	2,634	2,272	2,444	2,292	2,503	2,384	2,358	2,679	2,359	2,798	9,953	9,246	
Grocery stores.....	2,428	2,242	2,385	2,533	2,192	2,359	2,206	2,413	2,290	2,262	2,580	2,265	2,672	9,588	8,927	
Eating and drinking places.....	184	172	191	200	158	171	190	196	200	187	191	185	193	747	601	
General merchandise group.....	1,521	1,441	1,760	2,094	1,734	1,849	1,860	1,731	1,896	1,858	2,035	2,196	3,718	6,816	6,182	
Department stores and dry goods, general																
merchandise stores.....	1,142	1,034	1,287	1,542	1,277	1,369	1,382	1,267	1,385	1,370	1,503	1,585	2,687	5,005	4,491	
Department stores.....	981	894	1,115	1,326	1,100	1,178	1,190	1,085	1,182	1,180	1,296	1,367	2,299	4,316	3,869	
Drug and proprietary stores.....	183	178	195	199	163	180	182	185	187	188	193	187	304	755	662	

Note: U.S. and group totals include kinds of business not shown separately.

¹ Preliminary estimates, see Explanatory Material, page 21.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965					1964								Percent change		
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1965 from Jan.-Apr. 1964	Apr. 1965 from--	
														Apr. 1964	Mar. 1965	
THE NORTHEASTERN STATES																
TOTAL.....	5,276	4,955	5,513	5,952	5,370	5,734	5,671	5,508	5,435	5,362	5,673	5,581	7,337	+7	+11	+8
Durable-goods stores, total.....	1,498	1,457	1,722	1,833	1,714	1,817	1,775	1,605	1,587	1,498	1,553	1,578	1,964	+9	+7	+6
Nondurable-goods stores, total...	3,778	3,498	3,791	4,119	3,656	3,917	3,896	3,903	3,848	3,864	4,120	4,003	5,373	+6	+13	+9
Food group.....	1,483	1,358	1,445	1,522	1,381	1,484	1,450	1,564	1,470	1,438	1,552	1,406	1,626	+4	+10	+5
Grocery stores.....	1,258	1,144	1,223	1,292	1,159	1,249	1,217	1,324	1,237	1,204	1,310	1,178	1,360	+5	+11	+6
Eating and drinking places.....	447	432	482	514	466	508	528	542	541	500	500	464	495	+7	+10	+7
GAF ² , total.....	1,091	1,004	1,172	1,388	1,181	1,314	1,338	1,209	1,261	1,348	1,464	1,542	2,504	+4	+18	+18
General merchandise group.....	511	487	576	674	529	585	608	567	598	635	695	764	1,323	+15	+27	+17
Department stores.....	327	302	367	431	330	368	383	345	364	402	440	464	806	+18	+31	+17
Apparel group.....	351	293	344	455	376	435	430	343	367	419	443	440	741	-1	+21	+32
Furniture and appliance group.....	229	224	252	259	276	294	300	299	296	294	326	338	440	-8	-6	+3
Lumber, bldg., hdwe., farm equip. grp.	C													+10	+14	+20
Gasoline service stations.....	304	289	312	329	307	325	327	342	338	314	317	307	312	+6	+7	+5
Drug and proprietary stores.....	164	154	162	164	146	152	160	160	157	161	166	158	211	+8	+12	+1
THE NORTH CENTRAL STATES																
TOTAL.....	5,881	5,593	6,387	7,063	6,254	6,674	6,549	6,558	6,362	6,341	6,885	6,514	8,030	+8	+13	+11
Durable-goods stores, total.....	1,877	1,879	2,272	2,524	2,198	2,242	2,284	2,226	2,036	2,101	2,254	2,097	2,406	+13	+15	+11
Nondurable-goods stores, total...	4,004	3,714	4,115	4,539	4,056	4,432	4,265	4,332	4,326	4,240	4,631	4,417	5,624	+6	+12	+10
Food group.....	1,433	1,320	1,401	1,471	1,359	1,472	1,428	1,509	1,470	1,406	1,536	1,384	1,574	+3	+8	+5
Grocery stores.....	1,328	1,220	1,296	1,355	1,248	1,349	1,302	1,386	1,345	1,288	1,412	1,268	1,441	+4	+9	+5
Eating and drinking places.....	461	425	466	504	458	493	510	538	544	505	520	474	491	+6	+10	+8
GAF ² , total.....	1,195	1,086	1,321	1,559	1,310	1,386	1,393	1,343	1,424	1,438	1,576	1,646	2,554	+8	+19	+18
General merchandise group.....	638	613	747	890	735	785	796	749	824	817	896	966	1,540	+10	+21	+19
Department stores.....	382	353	436	527	444	468	476	434	480	487	532	555	916	+10	+19	+21
Apparel group.....	293	231	282	379	295	327	298	286	299	325	357	358	600	+9	+28	+34
Furniture and appliance group.....	264	242	292	290	280	274	299	308	301	296	323	322	414	+4	+4	-1
Lumber, bldg., hdwe., farm equip. grp.	330	308	401	525	489	533	571	557	514	555	580	463	473	-2	+7	+31
Automotive group.....	1,144	1,186	1,430	1,554	1,291	1,285	1,250	1,207	1,059	1,061	1,176	1,126	1,256	+22	+20	+9
Gasoline service stations.....	560	512	548	584	521	551	542	576	566	546	583	562	595	+10	+12	+7
Drug and proprietary stores.....	217	207	215	216	191	214	205	213	212	214	227	213	299	+8	+13	0
THE SOUTH																
TOTAL.....	5,704	5,511	6,098	6,507	5,809	6,198	5,994	6,013	5,919	5,687	6,038	5,748	7,458	+9	+12	+7
Durable-goods stores, total.....	2,019	2,074	2,311	2,346	2,163	2,303	2,228	2,159	2,021	1,990	2,028	1,895	2,371	+11	+8	+2
Nondurable-goods stores, total...	3,685	3,437	3,787	4,161	3,646	3,895	3,766	3,865	3,898	3,697	4,010	3,853	5,087	+8	+14	+10
Food group.....	1,399	1,308	1,386	1,450	1,282	1,373	1,352	1,456	1,403	1,341	1,469	1,343	1,535	+8	+13	+5
Grocery stores.....	1,336	1,235	1,309	1,369	1,212	1,304	1,285	1,381	1,329	1,275	1,403	1,278	1,458	+8	+13	+5
Eating and drinking places.....	355	323	354	375	345	357	359	381	381	353	354	336	357	+10	+9	+6
GAF ² , total.....	1,130	1,050	1,206	1,456	1,188	1,286	1,258	1,220	1,346	1,280	1,422	1,422	2,331	+10	+23	+21
General merchandise group.....	550	528	634	769	624	673	633	613	680	631	714	748	1,280	+11	+23	+21
Department stores.....	277	256	323	382	312	337	323	311	351	328	373	385	656	+12	+22	+18
Apparel group.....	303	260	297	402	304	333	312	308	349	342	380	364	652	+6	+32	+35
Furniture and appliance group.....	277	262	275	285	260	280	313	299	317	307	328	310	399	+15	+10	+4
Lumber, bldg., hdwe., farm equip. grp.	293	296	323	399	396	436	418	387	338	352	370	329	329	+4	+1	+c
Automotive group.....	1,303	1,359	1,541	1,502	1,355	1,412	1,312	1,290	1,170	1,146	1,159	1,073	1,337	+13	+11	-3
Gasoline service stations.....	498	460	508	531	486	512	538	543	538	496	511	501	531	+6	+9	+5
Drug and proprietary stores.....	197	196	207	200	186	201	196	190	193	185	191	185	257	+9	+8	-3
THE WEST																
TOTAL.....	3,720	3,549	3,917	4,036	3,753	3,902	4,028	4,066	4,062	3,923	4,009	3,877	4,894	+6	+8	+3
Durable-goods stores, total.....	1,271	1,254	1,404	1,373	1,285	1,331	1,432	1,409	1,367	1,304	1,298	1,243	1,460	+9	+7	-2
Nondurable-goods stores, total...	2,449	2,295	2,513	2,663	2,468	2,571	2,596	2,657	2,695	2,619	2,711	2,634	3,434	+5	+8	+6
Food group.....	927	868	926	960	876	919	884	955	940	914	971	884	1,027	+5	+10	+4
Grocery stores.....	864	806	856	889	795	837	809	880	869	845	906	822	949	+6	+12	+4
Eating and drinking places.....	296	273	293	303	278	292	314	335	339	313	314	294	315	+7	+9	+3
GAF ² , total.....	731	678	764	839	775	818	852	824	880	861	897	935	1,471	+3	+8	+10
General merchandise group.....	395	370	434	487	422	436	454	451	489	467	496	543	905	+10	+15	+12
Department stores.....	C													+12	+19	+14
Apparel group.....	153	133	149	177	165	187	198	181	194	203	196	193	331	-4	+7	+19
Furniture and appliance group.....	C													-5	-7	+c
Gasoline service stations.....	317	300	330	339	303	320	347	359	359	345	350	342	352	+7	+12	+3
Drug and proprietary stores.....	138	135	147	150	142	146	144	144	146	141	140	133	199	+4	+6	+2

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges from 7.1 and 10.5 percent for dollar volume estimates and year-to-year percent change and between 3.1 and 4.5 for the percent change over 2 consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965				1964									Percent change		
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1965 from Jan.-Apr. 1964	Apr. 1965 from--	
															Apr. 1964	Mar. 1965
New England Division, total.....	1,373	1,252	1,377	1,495	1,313	1,423	1,439	1,417	1,422	1,380	1,427	1,419	1,936	+10	+14	+9
Durable-goods stores.....	421	395	474	520	477	513	493	430	444	415	417	432	568	+11	+9	+10
Nondurable-goods stores.....	952	857	903	975	836	910	946	987	978	965	1,010	987	1,368	+10	+17	+8
Food group.....	368	327	343	355	318	353	362	403	382	364	386	349	405	+15	+12	+3
GAF ² , total.....	244	222	255	310	256	289	305	277	298	306	315	338	616	+7	+21	+22
General merchandise group.....	114	110	131	155	108	128	146	137	146	142	149	165	320	+31	+44	+18
Gasoline service stations.....	81	75	84	90	81	87	90	95	91	88	86	80	82	+9	+11	+7
Middle Atlantic Division, total.....	3,903	3,703	4,136	4,457	4,057	4,311	4,232	4,091	4,013	3,982	4,246	4,162	5,401	+5	+10	+8
Durable-goods stores.....	1,077	1,062	1,248	1,313	1,237	1,304	1,282	1,175	1,143	1,083	1,136	1,146	1,396	+8	+6	+5
Nondurable-goods stores.....	2,826	2,641	2,888	3,144	2,820	3,007	2,950	2,916	2,870	2,899	3,110	3,016	4,005	+4	+11	+9
Eating and drinking places.....	350	342	388	409	377	406	417	424	423	387	388	357	381	+6	+8	+5
GAF ² , total.....	847	782	917	1,078	925	1,025	1,033	932	963	1,042	1,149	1,204	1,888	+4	+17	+18
General merchandise group.....	397	377	445	519	421	457	462	430	452	493	546	599	1,003	+11	+23	+17
Apparel group.....	269	230	274	360	300	349	348	272	284	324	351	345	565	-2	+20	+31
Gasoline service stations.....	223	214	228	239	226	238	237	247	247	226	231	227	230	+5	+6	+5
Drug and proprietary stores.....	116	111	119	121	107	111	116	114	111	118	122	114	146	+6	+13	+2
East North Central Division, total..	4,209	4,011	4,592	5,031	4,497	4,778	4,656	4,581	4,489	4,464	4,882	4,653	5,738	+8	+12	+10
Durable-goods stores.....	1,292	1,295	1,586	1,721	1,558	1,574	1,579	1,479	1,370	1,424	1,562	1,455	1,656	+11	+10	+9
Nondurable-goods stores.....	2,917	2,716	3,006	3,310	2,939	3,204	3,077	3,102	3,119	3,040	3,320	3,198	4,082	+6	+13	+10
Food group.....	1,090	1,009	1,073	1,124	1,033	1,116	1,074	1,126	1,101	1,046	1,142	1,041	1,187	+4	+9	+5
Eating and drinking places.....	344	313	345	381	335	359	372	390	400	369	380	348	361	+8	+14	+10
GAF ² , total.....	876	799	985	1,145	970	1,023	1,019	965	1,031	1,050	1,148	1,208	1,880	+8	+18	+16
General merchandise group.....	463	449	551	648	541	577	581	539	594	596	644	706	1,115	+9	+20	+18
Apparel group.....	219	173	214	285	223	250	227	213	230	243	269	271	459	+8	+28	+33
Gasoline service stations.....	369	346	363	381	342	355	352	379	379	364	394	375	392	+8	+11	+5
Drug and proprietary stores.....	159	151	157	156	139	159	152	157	154	154	165	157	220	+9	+12	-1
West North Central Division, total..	1,672	1,582	1,795	2,032	1,757	1,896	1,893	1,977	1,873	1,877	2,003	1,861	2,292	+9	+16	+13
Durable-goods stores.....	585	584	686	803	640	668	705	747	666	677	692	642	750	+18	+25	+17
Nondurable-goods stores.....	1,087	998	1,109	1,229	1,117	1,228	1,188	1,230	1,207	1,200	1,311	1,219	1,542	+5	+10	+11
Food group.....	343	311	328	347	326	356	354	383	369	360	394	343	387	+1	+6	+6
GAF ² , total.....	319	287	336	414	340	363	374	378	393	388	428	438	674	+9	+22	+23
General merchandise group.....	175	164	196	242	194	208	215	210	230	221	252	260	425	+11	+25	+23
Gasoline service stations.....	191	166	185	203	179	196	190	197	187	182	189	187	203	+15	+13	+10
South Atlantic Division, total.....	2,826	2,700	2,968	3,148	2,828	3,035	2,938	2,919	2,936	2,786	2,974	2,871	3,794	+9	+11	+6
Durable-goods stores.....	949	959	1,056	1,059	1,028	1,107	1,066	1,003	977	948	973	911	1,143	+9	+3	0
Nondurable-goods stores.....	1,877	1,741	1,912	2,089	1,800	1,928	1,872	1,916	1,959	1,838	2,001	1,960	2,651	+9	+16	+9
Eating and drinking places.....	193	177	192	201	181	184	189	208	213	195	193	182	199	+14	+11	+5
GAF ² , total.....	590	559	642	763	601	651	641	607	680	660	737	754	1,254	+15	+27	+19
General merchandise group.....	290	284	341	408	321	345	330	311	346	323	364	397	690	+14	+27	+20
Apparel group.....	159	138	157	207	148	162	157	150	180	177	192	191	352	+9	+40	+32
Gasoline service stations.....	238	216	238	248	230	241	248	256	258	236	251	242	255	+7	+8	+4
Drug and proprietary stores.....	101	98	103	101	89	97	97	94	97	91	94	93	131	+14	+13	-2
East South Central Division, total..	1,048	1,010	1,120	1,257	1,114	1,195	1,144	1,129	1,117	1,103	1,161	1,093	1,372	+7	+13	+12
Nondurable-goods stores.....	671	628	690	781	689	749	703	713	724	712	772	716	921	+6	+13	+13
Food group.....	274	254	272	286	251	276	264	475	274	266	298	269	300	+11	+14	+5
GAF ² , total.....	201	190	217	272	236	251	235	225	243	231	257	245	410	+5	+15	+25
General merchandise group.....	106	99	119	148	124	133	123	118	126	121	139	134	232	+8	+19	+24
Gasoline service stations.....	94	89	97	103	100	107	109	112	116	111	109	102	105	-1	+3	+6
West South Central Division, total..	1,830	1,801	2,010	2,102	1,867	1,968	1,912	1,965	1,866	1,798	1,903	1,784	2,292	+9	+13	+5
Durable-goods stores.....	671	628	690	781	689	749	703	713	724	712	772	716	921	+6	+13	+13
Nondurable-goods stores.....	1,137	1,068	1,185	1,291	1,157	1,218	1,191	1,225	1,215	1,147	1,237	1,177	1,515	+5	+12	+9
Food group.....	433	417	449	460	426	441	439	475	453	435	460	414	469	+4	+8	+2
Eating and drinking places.....	107	97	108	117	109	115	118	121	114	108	111	106	107	+9	+7	+8
GAF ² , total.....	339	301	347	421	351	384	382	388	423	389	428	423	667	+7	+20	+21
General merchandise group.....	154	145	174	213	179	195	180	184	208	187	211	217	358	+6	+19	+22
Mountain Division, total.....	771	717	853	882	795	837	901	907	918	848	879	827	1,026	+6	+11	+3
Nondurable-goods stores.....	511	473	542	584	527	544	575	603	610	570	583	562	721	+3	+11	+8
Food group.....	134	123	141	167	150	159	164	163	177	160	169	173	276	+3	+13	+4
GAF ² , total.....	70	63	76	90	84	88	89	87	98	84	90	95	167	0	+11	+18
General merchandise group.....	70	63	76	90	84	88	89	87	98	84	90	95	167	0	+7	+18
Pacific Division, total.....	2,949	2,832	3,064	3,154	2,958	3,065	3,127	3,159	3,144	3,075	3,130	3,050	3,868	+6	+7	+3
Durable-goods stores.....	1,011	1,010	1,093	1,075	1,017	1,038	1,106	1,105	1,059	1,026	1,002	978	1,155	+8	+6	-2
Nondurable-goods stores.....	1,938	1,822	1,971	2,079	1,941	2,027	2,021	2,054	2,085	2,049	2,128	2,072	2,713	+5	+7	+5
Food group.....	727	681	723	749	689	722	694	751	741	721	756	686	799	+6	+9	+4
Eating and drinking places.....	248	229	240	247	227	237	249	263	269	248	254	243	262	+8	+9	+3
GAF ² , total.....	597	555	623	672	625	659	688	661	703	701	728	762	1,195	+4	+8	+8
General merchandise group.....	325	307	358	397	338	348	365	364	391	383	406	448	738	+12	+17	+11
Gasoline service stations.....	229	219	232	234	220	233	239	242	239	234	249	246	251	+5	+6	+1

Note: Estimates are based on a sample. (See sampling visibilities in table 17.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State and kind of business	1965					1964								Percent change	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1965 from Jan.-Apr. 1964	Apr. 1965 from Apr. 1964
California, total.....	2,295	2,202	2,328	2,386	2,260	2,354	2,389	2,375	2,336	2,300	2,355	2,344	2,999	+6	+6
Nondurable-goods stores.....	1,476	1,380	1,477	1,555	1,466	1,540	1,540	1,537	1,542	1,514	1,606	1,569	2,116	+4	+6
GAF ²	471	446	490	529	486	514	562	515	544	535	558	596	979	+6	+9
Florida, total.....	703	674	720	710	616	633	609	590	577	581	646	614	855	+14	+15
Nondurable-goods stores.....	483	447	484	496	411	417	400	404	403	380	425	430	605	+14	+21
Illinois, total.....	1,222	1,164	1,373	1,510	1,349	1,427	1,394	1,316	1,295	1,292	1,391	1,399	1,713	+7	+12
Nondurable-goods stores.....	905	845	972	1,070	953	1,057	1,002	949	962	947	1,014	1,017	1,294	+6	+12
GAF ²	284	265	341	388	335	351	360	308	341	344	381	419	623	+8	+16
Indiana, total.....	543	540	623	682	588	648	608	590	566	575	626	572	692	+9	+16
Massachusetts, total.....	666	620	690	749	665	697	675	630	623	621	643	663	888	+12	+13
Nondurable-goods stores.....	450	415	442	478	412	441	442	431	434	436	473	467	620	+10	+16
Michigan, total.....	950	874	998	1,069	961	1,024	991	1,004	974	991	1,091	1,043	1,292	+10	+11
Nondurable-goods stores.....	602	539	591	646	552	618	605	619	625	624	680	653	850	+10	+17
Minnesota, total.....	338	338	375	427	376	429	446	437	411	387	429	396	471	+9	+14
Missouri, total.....	502	478	541	619	507	537	546	562	555	561	591	549	682	+13	+22
New Jersey, total.....	775	768	850	895	808	869	851	820	789	773	814	809	1,037	+9	+11
Nondurable-goods stores.....	511	498	550	596	533	570	566	564	545	551	572	556	715	+6	+12
New York, total.....	1,930	1,806	2,015	2,168	2,036	2,156	2,114	2,045	2,033	2,027	2,132	2,043	2,631	+1	+6
Nondurable-goods stores.....	1,475	1,364	1,488	1,615	1,469	1,569	1,541	1,522	1,500	1,512	1,616	1,545	2,044	+3	+10
GAF ²	432	401	469	547	495	548	557	496	516	547	601	605	937	-1	+11
North Carolina, total.....	407	381	435	476	436	458	400	476	474	442	447	412	540	+10	+9
Ohio, total.....	1,064	1,026	1,164	1,292	1,126	1,184	1,155	1,153	1,161	1,145	1,280	1,172	1,441	+9	+15
Nondurable-goods stores.....	712	672	729	809	695	752	735	740	765	760	832	781	993	+8	+16
Pennsylvania, total.....	1,198	1,129	1,271	1,394	1,213	1,286	1,267	1,226	1,191	1,182	1,300	1,310	1,733	+10	+15
Nondurable-goods stores.....	840	779	850	933	818	868	843	830	825	836	922	915	1,246	+6	+14
GAF ²	266	236	283	342	272	296	290	265	279	303	349	384	622	+10	+26
Texas, total.....	1,122	1,114	1,240	1,295	1,129	1,192	1,161	1,200	1,141	1,101	1,150	1,055	1,378	+12	+15
Nondurable-goods stores.....	703	658	726	796	714	761	750	773	758	721	760	717	935	+6	+11
Wisconsin, total.....	430	407	434	478	473	495	508	518	493	461	494	467	600	+2	+1

Note: Estimates are based on a sample. (See sampling variabilities in table 18.)

¹ Preliminary estimates.² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - April 1965 from March 1965			State	Percent change - April 1965 from March 1965			State	Percent change - April 1965 from March 1965		
	Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores
California.....	+2	+5	+8	Michigan.....	+7	+9	+20	North Carolina.....	+9	+13	+19
Florida.....	-1	+2	+8	Minnesota.....	+14	+10	+25	Ohio.....	+11	+11	+16
Illinois.....	+10	+10	+14	Missouri.....	+14	+14	+20	Pennsylvania.....	+10	+10	+21
Indiana.....	+9	+9	+15	New Jersey.....	+5	+8	+15	Texas.....	+4	+10	+20
Massachusetts.....	+9	+8	+19	New York.....	+8	+9	+17	Wisconsin.....	+10	+9	+14

Note: Sampling variabilities are shown in table 18.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 9.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Area	1965					1964								Percent change	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Apr. 1965 from Jan.-Apr. 1964	Apr. 1965 from Apr. 1964
Standard Consolidated Areas ²															
Chicago, Ill.-Northwestern Ind., total.....	887	848	996	1,075	942	986	958	895	888	894	962	988	1,253	+10	+14
GAF ³	231	221	280	321	279	294	298	252	280	286	319	346	508	+8	+15
New York-Northeastern N.J., total.....	1,806	1,691	1,859	1,956	1,829	1,591	1,905	1,790	1,751	1,779	1,884	1,847	2,384	+4	+7
GAF ³	419	389	447	515	456	517	527	464	462	517	562	565	852	+1	+13
Standard Metropolitan Statistical Areas ²															
Chicago, Ill., total.....	815	777	911	984	877	914	889	822	816	821	873	907	1,155	+8	+14
GAF ³	219	209	266	305	266	280	281	237	265	268	295	328	481	+7	+15
Detroit, Mich., total.....	499	452	515	548	464	497	468	457	453	498	569	541	674	+15	+18
GAF ³	100	89	110	129	98	110	105	102	109	122	128	136	221	+20	+34
Los Angeles-Long Beach, Calif., total.....	1,057	976	1,034	1,056	1,022	1,061	1,063	1,070	1,060	1,058	1,073	1,092	1,414	+3	+3
GAF ³	233	216	233	250	248	260	276	266	282	274	286	303	473	-2	+1
New York, N.Y., total.....	1,275	1,173	1,292	1,364	1,282	1,356	1,326	1,262	1,243	1,274	1,348	1,306	1,689	+2	+6
GAF ³	317	290	332	385	346	390	394	346	348	388	420	419	628	-1	+11
Philadelphia, Pa., total.....	488	476	541	562	527	555	524	496	481	496	538	536	722	+4	+7
GAF ³	107	99	137	143	116	131	129	113	115	134	146	161	257	+11	+23

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.)

¹ Preliminary estimates.² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMA includes Orange County, California.³ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 10.--PERCENT CHANGE IN SALES OF ALL RETAIL AND GAF STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, April 1965 from March 1965		Statistical areas	Percent change, April 1965 from March 1965	
	Total	GAF ¹		Total	GAF ¹
Standard Consolidated Areas ²					
			Detroit, Mich.....	+6	+17
			Houston, Texas.....	+3	+21
Chicago, Ill.-Northwestern Indiana.....	+8	+15	Kansas City, Mo.-Kansas.....	+7	+15
New York-Northeastern N.J.....	+5	+15	Los Angeles-Long Beach, Calif.....	+2	+7
			Minneapolis-St. Paul, Minn.....	+11	+28
			Newark, N.J.....	+1	+13
Standard Metropolitan Statistical Areas			New York, N.Y.....	+6	+16
			Paterson-Clifton-Passaic, N.J.....	+7	+11
Baltimore, Md.....	+11	+22	Philadelphia, Pa.-N.J.....	+4	+24
Boston, Mass.....	+8	+19	Pittsburgh, Pa.....	+7	+16
Buffalo, N.Y.....	+13	+28	St. Louis, Mo.-Ill.....	+5	+20
Chicago, Ill.....	+8	+15	San Francisco-Oakland, Calif.....	+2	+7
Cleveland, Ohio.....	+9	+21	Seattle, Wash.....	+3	+3
Dallas, Texas.....	+2	+23	Washington, D.C.-Md.-Va.....	+6	+16

Note: Sampling variabilities are shown in table 20, page 16.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 11.--PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	April 1965 from--		4 months 1965 from 4 months 1964		April 1965 from--		4 months 1965 from 4 months 1964
	April 1964	March 1965			April 1964	March 1965	
STANDARD METROPOLITAN STATISTICAL AREA				New York-Northeastern New Jersey ¹	+14	+3	+5
				New York City.....	(NA)	(NA)	(NA)
Akron, Ohio.....	+11	+16	+4	Newark, N.J.....	+1	+3	-1
Asheville, N.C.....	+18	+30	+3	Norfolk-Portsmouth, Va.....	+11	+22	-1
Atlanta, Ga.....	+22	(NA)	+8	Oklahoma City, Okla.....	+16	+14	+5
Augusta, Ga.....	+21	(NA)	+7				
Baltimore, Md.....	+17	+23	+5	Omaha, Nebr.....	+12	+26	+1
				Peoria, Ill.....	+9	(NA)	+2
Baton Rouge, La.....	+19	(NA)	+7	Philadelphia, Pa.....	+8	+17	+2
Binghamton, N.Y.....	+10	+14	+3	Pittsburgh, Pa.....	+10	+20	+2
Birmingham, Ala.....	(NA)	(NA)	(NA)	Portland, Oreg.....	+6	+8	+5
Boston, Mass.....	+14	+21	+3				
Buffalo, N.Y.....	+15	+19	+6	Reading, Pa.....	+13	+28	+6
				Richmond, Va.....	+21	+22	+5
Canton, Ohio.....	+11	+28	+3	Rochester, N.Y.....	+18	+20	+6
Chattanooga, Tenn.....	+26	(NA)	+9	Sacramento, Calif.....	+3	+10	-2
Chicago, Ill.....	+11	+20	+4	St. Louis, Mo.....	+9	+17	-2
Cincinnati, Ohio.....	+15	+32	+2				
Cleveland, Ohio.....	+11	+18	+2	Salt Lake City, Utah.....	+7	+20	+5
				San Antonio, Tex.....	+14	+13	+2
Columbus, Ohio.....	+15	+14	+6	San Diego, Calif.....	+5	+15	+3
Corpus Christi, Texas.....	+15	+13	+4	Savannah, Ga.....	+22	(NA)	+7
Dallas, Texas.....	+15	+17	+5	Seattle, Wash.....	+7	+3	+7
Denver, Colo.....	+9	+23	-1				
Des Moines, Iowa.....	+14	+21	+5	Shreveport, La.....	+10	+24	+1
				South Bend, Ind.....	(NA)	(NA)	(NA)
Detroit, Mich.....	+25	+13	+14	Spokane, Wash.....	+13	+16	+8
El Paso, Texas.....	+15	+16	+3	Springfield, Mo.....	+12	+32	+2
Erie, Pa.....	+15	+7	+5	Springfield, Ohio.....	+13	+20	+4
Flint, Mich.....	+29	+23	+15				
Fort Wayne, Ind.....	+10	+33	+5	Syracuse, N.Y.....	+19	+23	+7
				Tacoma, Wash.....	+5	+4	+10
Grand Rapids, Mich.....	+8	+19	-1	Tampa-St. Petersburg, Fla.....	+10	(NA)	+2
Houston, Tex.....	+17	+21	+9	Toledo, Ohio.....	+15	+19	+5
Indianapolis, Ind.....	+10	+15	0	Trenton, N.J.....	+9	+27	+2
Jacksonville, Fla.....	+13	(NA)	+3	Tulsa, Okla.....	+25	+34	+8
Kansas City, Mo.....	+13	+24	+2				
				Waco, Tex.....	+12	+25	0
Knoxville, Tenn.....	+21	(NA)	+5	Washington, D.C.....	+16	+19	+5
Lancaster, Pa.....	+15	+32	+3	Wheeling, W.Va.....	(NA)	(NA)	(NA)
Lexington, Ky.....	+11	+22	+3	Wichita, Kans.....	+13	+17	+3
Los Angeles-Long Beach, Calif.....	+5	+17	+3	Worcester, Mass.....	+14	+24	+6
Louisville, Ky.....	+15	+23	+8	Youngstown, Ohio.....	+9	+15	+6
Macon, Ga.....	+11	(NA)	-3				
				CITIES			
Memphis, Tenn.....	+14	+33	-2	Bridgeport, Conn.....	+3	+26	-15
Miami, Fla.....	+7	(NA)	+4	Bristol, Tenn.-Va.....	+24	(NA)	+6
Milwaukee, Wis.....	+13	+28	+3	Duluth, Minn.-Superior, Wis.....	+15	+28	0
Mobile, Ala.....	+16	(NA)	+2	Minneapolis, Minn.....	+19	+38	+2
New Orleans, La.....	+21	(NA)	+8	Oakland, Berkely, Calif.....	+3	+11	0
				Portsmouth, Ohio.....	+20	+36	+5
				Rome, Ga.....	+26	(NA)	+8
				St. Paul, Minn.....	+12	+42	+5
				San Francisco, Calif.....	-1	+6	-1

Note: Data are furnished by Federal Reserve Banks and subject to revision.

(NA) Not available.

¹ The breakdown shown does not include all portions of the area.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965					1964										Percent change, Apr. 1965 from--	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1964	Mar. 1965		
	Data NOT ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																	
United States, total.....	16,401	15,848	15,747	16,110	14,853	15,384	15,296	15,463	15,519	15,689	15,729	15,813	16,929	+8	+2		
Durable-goods stores, total.....	6,627	6,474	6,430	6,594	6,218	6,491	6,647	6,691	6,724	6,833	6,799	6,646	6,885	+6	+3		
Nondurable-goods stores, total.....	9,774	9,374	9,317	9,516	8,635	8,893	8,649	8,772	8,795	8,856	8,930	9,167	10,044	+10	+2		
Food group.....	352	341	346	349	336	335	338	351	365	368	355	340	361	+4	+1		
Grocery stores.....	287	281	289	291	282	286	291	297	299	308	296	284	302	+3	+1		
Eating and drinking places.....	130	125	120	116	87	89	91	78	81	79	96	104	129	+33	-3		
General merchandise group.....	6,294	5,969	5,855	5,920	5,127	5,308	5,239	5,459	5,521	5,593	5,640	5,812	6,478	+15	+1		
Department stores and dry goods, general merchandise stores.....	5,063	4,760	4,658	4,688	4,080	4,195	4,190	4,365	4,414	4,470	4,506	4,604	5,216	+15	+1		
Department stores.....	4,503	4,224	4,131	4,143	3,633	3,735	3,728	3,862	3,908	3,962	4,002	4,077	4,638	+14	0		
Mail order houses (department store mdse.)..	1,014	997	997	1,008	881	928	865	890	911	910	930	967	1,027	+14	+1		
Apparel group.....	1,206	1,102	1,086	1,132	986	1,006	994	1,000	1,007	1,044	1,083	1,110	1,325	+15	+4		
Women's ready-to-wear stores.....	508	481	502	533	465	457	438	419	422	442	464	470	575	+15	+6		
Furniture and appliance group.....	2,520	2,441	2,355	2,319	2,055	2,104	2,111	2,202	2,251	2,312	2,323	2,316	2,523	+13	-2		
Furniture, home furnishings stores.....	1,900	1,828	1,780	1,750	1,556	1,587	1,595	1,696	1,760	1,781	1,783	1,778	1,896	+12	-2		
Furniture stores.....	1,705	1,643	1,606	1,575	1,405	1,442	1,434	1,546	1,606	1,615	1,601	1,595	1,708	+12	-2		
Household appliance, TV, radio stores.....	620	613	575	569	499	517	516	506	491	531	540	538	627	+14	-1		
Household appliance dealers.....	538	534	502	497	437	457	452	446	431	438	452	460	539	+14	-1		
Lumber, building, hardware, farm equip. group.	1,631	1,621	1,627	1,770	1,810	1,960	1,968	1,965	1,940	1,948	1,984	1,824	1,684	-2	+9		
Lumber yards, building materials dealers ² ...	1,155	1,137	1,138	1,237	1,309	1,384	1,356	1,356	1,355	1,365	1,392	1,301	1,180	-6	+9		
Lumber yards.....	824	825	811	880	945	1,003	963	965	960	965	985	910	829	-7	+9		
Automotive group.....	1,493	1,458	1,487	1,554	1,488	1,553	1,610	1,590	1,614	1,630	1,539	1,563	1,602	+4	+5		
Passenger car dealers ³	1,012	966	981	1,021	997	1,002	1,005	985	1,031	1,052	992	1,015	1,044	+2	+4		
Passenger car dealers (franchised).....	939	895	920	957	909	920	930	912	956	980	919	936	972	+5	+4		
Tire, battery, accessory dealers.....	430	445	465	485	465	521	571	552	528	517	497	503	510	+4	+4		
Gasoline service stations.....	441	447	467	477	457	465	470	460	461	458	460	460	443	+4	+2		
Other retail stores.....	2,334	2,344	2,404	2,473	2,507	2,564	2,475	2,358	2,279	2,257	2,249	2,284	2,383	-1	+3		
CHARGE ACCOUNTS																	
United States, total.....	7,703	7,466	7,435	7,723	7,431	7,718	7,594	7,535	7,502	7,555	7,584	7,611	8,025	+4	+4		
Durable-goods stores, total.....	3,500	3,453	3,421	3,577	3,399	3,582	3,657	3,670	3,653	3,720	3,706	3,617	3,644	+5	+5		
Nondurable-goods stores, total.....	4,203	4,013	4,014	4,146	4,032	4,136	3,937	3,865	3,849	3,835	3,878	3,994	4,381	+3	+3		
Food group.....	343	331	337	341	326	322	325	337	353	356	344	331	353	+5	+1		
General merchandise group.....	1,130	991	935	939	905	959	928	965	956	951	972	1,015	1,240	+4	0		
Department stores and dry goods, general merchandise stores.....	1,044	907	849	851	823	868	824	848	846	838	867	909	1,145	+3	0		
Department stores.....	896	772	718	714	705	751	708	718	717	697	732	764	983	+1	-1		
Apparel group.....	867	787	773	814	694	708	705	702	714	748	780	810	972	+15	+5		
Furniture and appliance group.....	828	810	770	748	634	655	669	716	729	767	784	788	854	+18	-3		
Furniture, home furnishings stores.....	607	591	572	558	478	496	508	556	579	615	621	617	625	+17	-2		
Lumber, building, hardware, farm equip. group.	1,465	1,466	1,461	1,595	1,625	1,760	1,775	1,770	1,751	1,741	1,785	1,652	1,516	-2	+9		
Lumber yards, building materials dealers ² ...	1,106	1,089	1,080	1,174	1,252	1,328	1,308	1,297	1,289	1,290	1,320	1,250	1,130	-6	+9		
Lumber yards.....	793	794	779	848	910	970	936	932	921	919	942	884	801	-7	+9		
Automotive group.....	915	888	896	941	855	899	915	891	893	921	864	880	928	+10	+5		
Passenger car dealers (franchised).....	666	633	646	670	624	632	637	613	624	652	612	642	685	+7	+4		
Gasoline service stations.....	429	439	458	467	444	452	457	449	451	449	450	451	433	+5	+2		
INSTALLMENT ACCOUNTS																	
United States, total.....	8,698	8,382	8,312	8,387	7,422	7,666	7,702	7,928	8,017	8,134	8,145	8,202	8,904	+13	+1		
Durable-goods stores, total.....	3,127	3,021	3,009	3,017	2,819	2,909	2,990	3,021	3,071	3,113	3,093	3,029	3,241	+7	0		
Nondurable-goods stores, total.....	5,571	5,361	5,303	5,370	4,603	4,757	4,712	4,907	4,946	5,021	5,052	5,173	5,663	+17	+1		
General merchandise group.....	5,164	4,978	4,920	4,981	4,222	4,349	4,311	4,494	4,565	4,642	4,668	4,797	5,238	+18	+1		
Department stores and dry goods, general merchandise stores.....	4,019	3,853	3,809	3,837	3,257	3,327	3,366	3,517	3,568	3,632	3,639	3,695	4,071	+18	+1		
Department stores.....	3,607	3,452	3,413	3,479	2,928	2,984	3,020	3,144	3,191	3,265	3,270	3,313	3,655	+17	0		
Apparel group.....	339	315	313	318	292	298	289	298	293	296	303	300	353	+9	+2		
Furniture and appliance group.....	1,692	1,631	1,585	1,571	1,421	1,449	1,442	1,486	1,522	1,545	1,539	1,528	1,669	+11	-1		
Furniture, home furnishings stores.....	1,293	1,237	1,208	1,192	1,078	1,091	1,087	1,140	1,181	1,166	1,162	1,161	1,271	+11	-1		
Household appliance, TV, radio stores.....	399	394	377	379	343	358	355	345	341	379	377	367	399	+10	+1		
Lumber, building, hardware, farm equip. group.	166	155	166	175	185	200	193	195	189	207	199	172	168	-5	+5		
Automotive group.....	578	570	591	613	633	654	695	699	721	709	675	683	674	-3	+4		
Tire, battery, accessory dealers.....	243	248	264	269	278	300	344	339	325	319	303	314	322	-3	+2		

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. U.S. and group totals include kinds of business not shown separately. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

³ Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

(Millions of dollars)																
Kind of business	1965					1964									Percent change, Apr. 1965 from--	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1964	Mar. 1965	
	Data ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	16,038	16,381	16,249	16,337	15,089	15,355	15,270	15,596	15,626	15,854	15,767	15,731	15,798	+8	+1	
Durable-goods stores, total.....	6,823	6,907	6,784	6,810	6,412	6,508	6,542	6,511	6,501	6,678	6,607	6,528	6,696	+6	0	
Nondurable-goods stores, total.....	9,215	9,474	9,465	9,527	8,677	8,847	8,728	9,085	9,125	9,176	9,160	9,203	9,102	+10	+1	
Food group.....	357	352	353	364	351	341	341	349	349	355	348	342	350	+4	+3	
General merchandise group.....	5,797	6,026	6,002	6,041	5,252	5,395	5,384	5,666	5,743	5,764	5,772	5,794	5,727	+15	+1	
Department stores.....	4,085	4,272	4,250	4,232	3,730	3,811	3,800	4,015	4,074	4,105	4,099	4,100	4,088	+13	0	
Mail order houses (department store mdse.)..	978	1,020	1,018	1,032	899	931	887	922	931	920	930	934	945	+15	+1	
Apparel group.....	1,102	1,110	1,084	1,125	993	1,043	1,040	1,118	1,112	1,086	1,086	1,099	1,090	+13	+4	
Women's ready-to-wear stores.....	477	490	483	509	448	460	461	481	476	460	466	466	479	+14	+5	
Furniture and appliance group.....	2,461	2,443	2,404	2,374	2,101	2,097	2,117	2,266	2,281	2,340	2,321	2,300	2,365	+13	-1	
Furniture, home furnishings stores.....	1,841	1,829	1,817	1,795	1,594	1,585	1,612	1,754	1,782	1,787	1,780	1,769	1,776	+13	-1	
Furniture stores.....	1,630	1,640	1,627	1,620	1,441	1,436	1,440	1,592	1,611	1,633	1,620	1,618	1,602	+12	0	
Household appliance, TV, radio stores.....	620	614	587	579	507	512	505	512	499	553	541	531	589	+14	-1	
Household appliance dealers.....	541	536	505	513	450	453	441	441	438	456	457	454	509	+14	+2	
Lumber, building, hardware, farm equipment group.....	1,841	1,870	1,832	1,850	1,889	1,952	1,914	1,806	1,749	1,789	1,805	1,757	1,780	-2	+1	
Lumber yards, building materials dealers ² ...	1,283	1,301	1,307	1,298	1,374	1,392	1,355	1,267	1,227	1,256	1,255	1,207	1,225	-6	-1	
Lumber yards.....	923	944	946	922	991	1,004	937	886	863	886	900	859	865	-7	-3	
Automotive group.....	1,546	1,568	1,554	1,572	1,506	1,535	1,559	1,521	1,590	1,641	1,501	1,538	1,566	+4	+1	
Passenger car dealers (franchised).....	965	962	955	951	904	908	916	881	959	1,002	885	919	942	+5	0	
Tire, battery, accessory dealers.....	453	480	494	516	494	520	536	513	504	500	498	497	504	+4	+4	
Gasoline service stations.....	455	476	475	477	457	454	452	453	450	458	448	448	467	+4	0	
CHARGE ACCOUNTS																
United States, total.....	7,776	7,874	7,794	7,784	7,528	7,588	7,555	7,576	7,492	7,593	7,464	7,462	7,555	+3	0	
Durable-goods stores, total.....	3,739	3,837	3,735	3,703	3,515	3,561	3,582	3,529	3,466	3,577	3,454	3,468	3,615	+5	-1	
Nondurable-goods stores, total.....	4,037	4,037	4,059	4,081	4,013	4,027	3,973	4,047	4,026	4,016	4,010	3,994	3,940	+2	+1	
General merchandise group.....	1,007	977	982	989	971	971	972	1,052	1,047	1,003	1,023	997	973	+2	+1	
Department stores.....	779	760	764	768	774	766	754	793	792	746	773	747	739	-1	+1	
Apparel group.....	790	802	775	808	702	744	748	799	806	778	779	783	769	+15	+4	
Furniture and appliance group.....	814	824	805	759	646	658	670	754	748	785	766	767	772	+17	-6	
Furniture, home furnishings stores.....	597	609	603	560	480	492	512	587	590	610	603	605	577	+17	-7	
Lumber, building, hardware, farm equipment group.....	1,670	1,717	1,677	1,677	1,707	1,743	1,727	1,625	1,570	1,590	1,599	1,578	1,603	-2	0	
Lumber yards, building materials dealers ² ...	1,240	1,260	1,253	1,237	1,318	1,337	1,303	1,208	1,161	1,181	1,184	1,154	1,175	-6	-1	
Lumber yards.....	898	919	919	896	962	972	906	853	823	839	854	830	839	-7	-3	
Automotive group.....	936	948	937	951	865	875	891	865	891	938	827	864	916	+10	+1	
Passenger car dealers (franchised).....	670	666	668	660	616	618	628	605	630	676	592	630	675	+7	-1	
Gasoline service stations.....	444	465	466	466	444	441	440	443	438	449	437	440	457	+5	0	
INSTALLMENT ACCOUNTS																
United States, total.....	8,262	8,507	8,455	8,553	7,561	7,767	7,715	8,020	8,134	8,261	8,303	8,269	8,243	+13	+1	
Durable-goods stores, total.....	3,084	3,070	3,049	3,107	2,897	2,947	2,960	2,982	3,035	3,101	3,153	3,060	3,081	+7	+2	
Nondurable-goods stores, total.....	5,178	5,437	5,406	5,446	4,664	4,820	4,755	5,038	5,099	5,160	5,150	5,209	5,162	+17	+1	
General merchandiss group.....	4,790	5,049	5,020	5,052	4,282	4,424	4,412	4,614	4,696	4,761	4,749	4,797	4,753	+18	+1	
Department stores.....	3,306	3,512	3,486	3,464	2,958	3,045	3,047	3,221	3,283	3,359	3,327	3,353	3,347	+17	-1	
Apparel group.....	312	308	309	317	291	299	292	319	306	308	307	316	321	+9	+3	
Furniture and appliance group.....	1,647	1,619	1,599	1,615	1,458	1,439	1,450	1,512	1,533	1,559	1,561	1,535	1,585	+11	+1	
Furniture, home furnishings stores.....	1,244	1,220	1,214	1,235	1,114	1,093	1,100	1,167	1,192	1,177	1,177	1,164	1,199	+11	+2	
Household appliance, TV, radio stores.....	403	399	385	380	344	346	350	345	341	382	384	371	386	+10	-1	
Automotive group.....	610	620	617	621	641	660	668	656	699	703	674	674	650	-3	+1	
Tire, battery, accessory dealers.....	250	259	279	283	293	312	325	319	306	307	316	312	314	-3	+1	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. U.S. and group totals include kinds of business not shown separately. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 13.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965				1964										Percent change, Apr. 1965 from--	
	Jan.	Feb.	Mar.	Apr. ¹	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1964	Mar. 1965	
TOTAL ACCOUNTS RECEIVABLE	Data NOT ADJUSTED for seasonal variations and holiday differences															
United States, total.....	6,362	6,146	6,081	6,153	5,392	5,564	5,624	5,624	5,667	5,782	5,881	6,021	6,651	+14	+1	
Durable-goods stores, total.....	1,197	1,195	1,211	1,242	1,159	1,200	1,262	1,257	1,257	1,286	1,302	1,278	1,290	+7	+3	
Nondurable-goods stores, total.....	5,165	4,951	4,870	4,911	4,233	4,364	4,362	4,367	4,410	4,496	4,579	4,743	5,361	+16	+1	
General merchandise group.....	4,649	4,461	4,389	4,424	3,810	3,936	3,925	3,930	3,982	4,051	4,114	4,273	4,823	+16	+1	
Department stores and dry goods, general merchandise stores.....	3,845	3,676	3,619	3,637	3,146	3,208	3,229	3,240	3,290	3,352	3,402	3,510	3,994	+16	0	
Department stores.....	3,451	3,299	3,248	3,258	2,823	2,879	2,899	2,908	2,948	3,007	3,052	3,142	3,585	+15	0	
Apparel group.....	315	291	279	289	253	248	257	260	247	251	272	278	337	+14	+4	
Furniture and appliance group.....	397	395	388	391	358	361	358	364	368	377	382	381	392	+9	+1	
Tire, battery, accessory dealers.....	274	276	285	308	283	302	338	345	336	337	335	337	341	+9	+8	
CHARGE ACCOUNTS																
United States, total.....	1,073	998	968	979	940	995	1,012	991	972	981	1,022	1,021	1,163	+4	+1	
Durable-goods stores, total.....	298	291	277	297	305	313	336	338	335	344	346	335	313	-3	+7	
Nondurable-goods stores, total.....	775	707	691	682	635	682	676	653	637	637	676	686	850	+7	-1	
General merchandise group.....	432	378	362	349	360	401	391	368	350	339	365	373	497	-3	-4	
Department stores and dry goods, general merchandise stores.....	394	343	324	314	321	355	335	314	301	292	317	328	455	-2	-3	
Department stores.....	367	318	300	289	293	326	306	285	271	267	293	303	424	-1	-4	
Apparel group.....	155	142	139	145	118	119	124	125	122	120	132	134	166	+23	+4	
Furniture and appliance group.....	47	47	40	40	42	39	41	42	40	45	47	43	44	-5	0	
INSTALLMENT ACCOUNTS																
United States, total.....	5,289	5,148	5,113	5,174	4,452	4,569	4,612	4,633	4,695	4,801	4,859	5,000	5,488	+16	+1	
Durable-goods stores, total.....	899	904	934	945	854	887	926	919	922	942	956	943	977	+11	+1	
Nondurable-goods stores, total.....	4,390	4,244	4,179	4,229	3,598	3,682	3,686	3,714	3,773	3,859	3,903	4,057	4,511	+18	+1	
General merchandise group.....	4,217	4,083	4,027	4,075	3,450	3,535	3,534	3,562	3,632	3,712	3,749	3,900	4,326	+18	+1	
Department stores and dry goods, general merchandise stores.....	3,451	3,333	3,295	3,323	2,825	2,853	2,894	2,926	2,989	3,060	3,085	3,182	3,539	+18	+1	
Department stores.....	3,084	2,981	2,948	2,969	2,530	2,553	2,593	2,623	2,677	2,740	2,759	2,839	3,161	+17	+1	
Apparel group.....	160	149	140	144	135	129	133	135	125	131	140	144	171	+7	+3	
Furniture and appliance group.....	350	348	348	351	316	322	317	322	328	332	335	338	348	+11	+1	
TOTAL ACCOUNTS RECEIVABLE	Data ADJUSTED for seasonal variations and holiday differences															
United States, total.....	5,926	6,236	6,233	6,291	5,530	5,658	5,713	5,799	5,798	5,889	5,970	5,995	6,026	+14	+1	
Durable-goods stores, total.....	1,205	1,242	1,250	1,279	1,194	1,220	1,260	1,238	1,219	1,254	1,290	1,257	1,258	+7	+2	
Nondurable-goods stores, total.....	4,721	4,994	4,983	5,012	4,336	4,438	4,453	4,561	4,579	4,635	4,680	4,738	4,768	+16	+1	
General merchandise group.....	4,237	4,433	4,507	4,525	3,909	4,016	4,022	4,105	4,126	4,165	4,199	4,264	4,295	+16	0	
Department stores.....	3,110	3,332	3,324	3,314	2,884	2,947	2,972	3,033	3,054	3,105	3,122	3,167	3,198	+15	0	
Apparel group.....	286	287	277	287	252	253	261	283	273	271	282	284	274	+14	+4	
Furniture and appliance group.....	394	362	387	396	363	365	363	365	372	382	381	378	374	+9	+2	
Tire, battery, accessory dealers.....	285	291	305	323	297	308	322	323	318	322	343	337	333	+9	+6	
CHARGE ACCOUNTS																
United States, total.....	1,015	1,027	1,012	1,028	997	1,008	1,027	1,036	1,000	994	1,022	997	1,013	+3	+2	
Durable-goods stores, total.....	325	333	302	309	317	319	331	324	311	321	316	316	316	-3	+2	
Nondurable-goods stores, total.....	690	694	710	719	680	689	696	712	689	673	706	681	697	+6	+1	
General merchandise group.....	368	366	385	384	404	412	412	418	386	354	382	364	382	-5	0	
Department stores.....	309	306	319	321	332	335	330	327	303	284	308	295	315	-3	+1	
Apparel group.....	140	140	139	144	118	121	125	132	139	131	136	140	132	+22	+4	
Furniture and appliance group.....	51	46	41	39	41	41	41	40	41	46	45	43	41	-5	-5	
INSTALLMENT ACCOUNTS																
United States, total.....	4,911	5,209	5,221	5,263	4,533	4,650	4,686	4,763	4,798	4,895	4,948	4,998	5,013	+16	+1	
Durable-goods stores, total.....	880	909	948	970	877	901	929	914	908	933	974	941	942	+11	+2	
Nondurable-goods stores, total.....	4,031	4,300	4,273	4,293	3,656	3,749	3,757	3,849	3,890	3,962	3,974	4,057	4,071	+17	0	
General merchandise group.....	3,869	4,133	4,122	4,141	3,506	3,603	3,610	3,687	3,740	3,811	3,818	3,900	3,911	+18	0	
Department stores.....	2,801	3,026	3,005	2,993	2,553	2,613	2,643	2,707	2,751	2,822	2,815	2,871	2,881	+17	0	
Apparel group.....	146	147	138	143	134	132	136	151	134	140	146	144	142	+7	+4	
Furniture and appliance group.....	343	316	346	357	322	324	322	325	331	336	336	335	333	+11	+3	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variances are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(Z) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	B	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	B	a	b	a	a	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(1)	A	B	(1)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	B	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	B	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(1)	A	A	(1)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	A	A	A	A	B	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	B	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(3)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(1)	a	a	(1)	a	b	a	a
Eating and drinking places.....	a	a	b	b	b	c	b	b	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	a
Apparel group.....	b	a	a	b	b	a	a	c	b
Gasoline service stations.....	b	a	a	b	a	a	c	b	a
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(1) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (2) More than 10.5 percent. (3) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	A	B	B	a	a	a
Indiana.....	B	-	C	B	B	C	b	c	c
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	-	B	B	B	a	a	b
Minnesota.....	B	C	-	B	C	B	a	b	a
Missouri.....	B	-	-	B	B	B	a	a	a
New Jersey.....	B	B	-	B	B	B	a	a	a
New York.....	B	A	A	A	A	A	a	a	a
North Carolina.....	B	C	-	B	C	B	a	b	b
Ohio.....	B	B	C	B	B	C	a	a	a
Pennsylvania.....	B	A	A	A	A	A	a	a	a
Texas.....	B	B	-	B	B	P	a	a	b
Wisconsin.....	B	C	-	B	C	B	a	a	b

Table 19.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates		Percent change from same month a year ago	
	Total	GAF	Total	GAF
Standard Consolidated Areas				
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B
New York-Northeastern New Jersey.....	B	B	B	B
Standard Metropolitan Statistical Areas				
Chicago, Ill.....	B	B	B	B
Detroit, Mich.....	B	B	B	B
Los Angeles-Long Beach, Calif.....	B	B	B	B
New York, N.Y.....	B	B	B	B
Philadelphia, Pa.-N.J.....	B	B	B	B

Table 20.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

Area	Percent change over 2 consecutive months		Area	Percent change over 2 consecutive months	
	Total	GAF		Total	GAF
Standard Consolidated Areas			Detroit, Mich.....	b	b
Chicago, Ill.-Northwestern Indiana.....	a	b	Houston, Tex.....	a	b
New York-Northeastern New Jersey.....	a	a	Kansas City, Mo.-Kansas.....	b	a
Standard Metropolitan Statistical Areas			Los Angeles-Long Beach, Calif.....	a	b
Baltimore, Md.....	b	b	Minneapolis-St. Paul, Minn.....	a	a
Boston, Mass.....	a	b	Newark, N.J.....	b	b
Buffalo, N.Y.....	a	b	New York, N.Y.....	a	a
Chicago, Ill.....	a	b	Paterson-Clifton-Passaic, N.J.....	b	a
Cleveland, Ohio.....	a	a	Philadelphia, Pa.-N.J.....	b	b
Dallas, Texas.....	a	b	Pittsburgh, Pa.....	b	a
			St. Louis, Mo.-Ill.....	b	b
			San Francisco-Oakland, Calif.....	a	a
			Seattle, Wash.....	b	a
			Washington, D.C.-Md.-Va.....	a	a

Table 21.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(2)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(2)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(2)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(2)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(2)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(2)-1.4	(2)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.1	(2)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(2)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(2)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(2)-0.2	(2)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(2)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(2)-0.1	(2)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(2)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(2)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.5	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(2) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

11. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

Preliminary versus Final Volume Estimates

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	ALL STORES												GROUP II STORES											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	84.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3	101.5	91.0	97.4	99.5	100.4	108.2	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	83.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	37.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	100.7	143.4	(NA)
Automotive group.....	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	93.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.5	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	93.4	95.9	93.7	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the country, trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

(NA) Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLES OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JULY 1964-JUNE 1965

Kind of business	1964						1965					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
All Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total ^r	99.4	99.6	99.1	100.0	100.7	106.9	101.9	96.7	96.8	98.7	100.3	100.2
Durable-goods stores, total	102.8	103.5	102.4	103.1	101.9	102.7	97.1	93.8	94.8	96.8	99.8	101.6
Nondurable-goods stores, total	96.5	96.3	96.4	97.4	99.6	110.4	105.9	99.0	98.5	100.1	100.8	99.1
Food group	100.6	104.5	103.8	102.1	99.3	103.0	98.7	97.0	98.1	95.8	98.2	99.1
General merchandise group ^r	96.2	96.0	96.9	97.7	100.4	113.8	108.7	99.2	97.4	97.8	98.5	97.1
Department stores	95.9	95.6	96.3	97.4	99.6	114.8	110.5	99.1	97.0	97.5	98.1	97.7
Mail order houses (department store merchandise) ^r	96.5	97.9	98.9	100.0	103.5	108.7	103.7	97.7	97.9	97.7	100.0	97.3
Apparel group	89.5	90.6	96.1	99.8	101.1	121.8	109.5	99.2	100.2	100.7	96.6	99.9
Women's ready-to-wear stores	87.2	88.7	96.0	99.6	100.8	120.1	106.6	98.2	103.9	104.8	99.5	95.5
Furniture and appliance group	97.2	98.7	98.7	99.8	100.5	107.0	102.6	100.2	98.3	97.4	100.2	99.8
Furniture, home furnishings stores	96.8	98.8	99.7	100.0	100.4	106.8	103.2	100.1	98.1	97.5	100.1	99.1
Furniture stores	97.1	99.7	98.9	98.8	98.6	106.6	104.6	100.2	98.7	97.2	100.5	99.9
Household appliance, TV, radio stores	98.8	98.3	96.0	99.9	101.4	106.5	100.0	99.9	97.9	98.3	101.0	102.3
Household appliance dealers	101.2	98.5	96.0	98.9	101.4	105.8	99.4	99.7	99.4	96.9	100.8	102.6
Lumber, building, hardware, farm equipment group	108.8	110.9	108.9	109.9	103.8	94.6	88.6	86.7	88.8	95.7	100.4	102.6
Lumber yards, building materials dealers	107.0	110.4	108.7	110.9	107.8	96.3	90.0	87.4	87.1	95.3	99.5	99.9
Lumber yards	108.9	111.3	108.9	109.4	105.9	95.8	89.3	87.4	85.7	95.4	100.0	102.8
Automotive group	104.6	101.4	99.4	102.6	101.7	102.3	96.5	92.9	95.7	98.8	101.2	103.2
Passenger car dealers (franchised)	103.5	99.7	97.8	103.8	101.9	103.2	97.3	93.0	96.3	100.6	101.4	101.2
Tire, battery, accessory dealers	107.7	104.7	103.3	99.7	101.2	101.2	95.0	92.8	94.2	94.0	100.2	106.7
Gasoline service stations	101.6	102.5	99.9	102.7	102.6	94.9	96.9	94.0	98.4	100.1	102.6	104.0
CHARGE ACCOUNTS												
United States, total	99.6	100.3	99.6	101.8	102.1	106.2	99.0	94.9	95.4	99.2	101.8	100.6
Durable-goods stores, total	104.0	105.4	104.0	107.3	104.3	100.8	93.6	90.0	91.6	96.6	100.7	102.0
Nondurable-goods stores, total	95.5	95.6	95.5	96.7	100.0	111.2	104.1	99.4	98.9	101.6	102.9	99.2
General merchandise group	91.7	91.3	94.8	95.0	101.8	127.5	112.3	101.4	95.2	94.9	99.1	95.4
Department stores	90.5	90.5	93.4	94.7	102.3	133.1	115.1	101.6	94.0	93.0	98.3	93.7
Apparel group	87.9	88.6	96.1	100.1	103.5	126.4	109.8	98.1	99.7	100.8	95.3	94.5
Furniture and appliance group	94.9	97.5	97.7	102.3	102.7	110.6	102.1	98.8	96.6	97.8	99.4	100.2
Furniture, home furnishings stores	94.7	98.1	100.9	102.9	101.9	108.4	101.7	97.1	94.8	99.7	100.8	99.2
Lumber, building, hardware, farm equipment group	108.9	111.5	109.5	111.6	104.7	94.6	87.7	85.4	87.1	95.1	101.2	102.6
Lumber yards, building materials dealers	107.4	111.0	109.2	111.5	108.3	96.2	89.2	86.4	86.2	94.9	99.4	100.1
Lumber yards	109.2	111.9	109.5	110.3	106.5	95.5	88.3	86.4	84.8	94.6	99.9	103.3
Automotive group	103.0	100.2	98.2	104.5	101.9	101.3	97.8	93.7	95.6	98.9	102.7	102.7
Passenger car dealers (franchised)	101.3	99.1	96.4	103.4	101.9	101.5	99.4	95.0	96.7	101.5	102.3	101.2
Gasoline service stations	101.4	103.0	99.9	103.0	102.6	94.7	96.7	94.4	98.2	100.2	102.5	104.0
INSTALLMENT ACCOUNTS												
United States, total ^r	99.0	98.8	98.6	98.1	99.2	107.8	105.0	98.5	98.4	98.0	98.8	100.0
Durable-goods stores, total	101.3	101.2	100.4	98.1	99.0	105.2	101.4	98.4	98.7	97.1	98.7	101.1
Nondurable-goods stores, total	97.4	97.0	97.3	98.1	99.3	109.7	107.6	98.6	98.1	98.6	98.8	99.1
General merchandise group ^r	97.4	97.2	97.5	98.3	100.0	110.2	107.8	98.6	98.0	98.6	98.4	97.6
Department stores ^r	97.6	97.2	97.2	98.3	98.8	109.2	109.1	98.3	97.9	99.0	98.0	99.0
Apparel group	93.5	95.7	96.2	98.8	94.9	109.8	108.8	102.2	101.4	100.3	99.9	99.6
Furniture and appliance group	98.2	99.3	99.1	98.7	99.6	105.4	102.7	100.8	99.1	97.2	100.6	99.5
Furniture, home furnishings stores	97.7	99.1	99.1	98.7	99.7	106.0	103.9	101.4	99.5	96.5	99.8	99.0
Household appliance, TV, radio stores	100.0	99.9	99.1	98.7	99.0	103.3	98.9	98.7	98.0	99.7	103.6	101.4
Automotive group	106.6	103.1	100.9	100.1	101.3	103.7	94.7	92.0	95.8	98.7	99.3	103.9
Tire, battery, accessory dealers	106.4	106.2	104.0	95.8	100.7	102.7	97.2	95.7	94.6	95.0	96.2	105.8
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total ^r	97.1	97.9	98.4	98.7	100.5	110.3	107.0	98.5	97.5	97.7	98.5	98.3
Durable-goods stores, total	101.6	103.2	102.7	101.3	101.7	102.5	99.4	96.2	96.6	97.0	98.4	100.2
Nondurable-goods stores, total	95.6	96.2	97.0	97.7	100.1	112.8	109.5	99.2	97.7	97.9	98.5	97.8
General merchandise group ^r	95.6	96.3	97.2	97.9	100.3	112.9	109.9	99.3	97.3	97.5	98.1	97.4
Department stores ^r	95.6	96.3	96.7	97.6	99.4	113.1	111.3	99.2	97.6	98.0	97.8	97.2
Apparel group	92.0	90.7	92.7	96.3	97.9	122.5	110.0	101.1	100.7	100.6	98.0	98.4
Furniture and appliance group	99.8	98.9	98.6	100.0	100.7	104.7	100.9	100.2	100.3	98.7	98.8	98.4
Tire, battery, accessory dealers	106.9	105.8	104.6	97.6	100.1	102.3	96.1	94.7	93.5	95.4	98.3	104.9
CHARGE ACCOUNTS												
United States, total	95.9	97.6	98.9	100.3	102.5	114.3	105.5	97.0	95.4	95.3	98.8	98.7
Durable-goods stores, total	104.3	107.8	107.3	109.6	105.9	99.1	91.8	87.5	91.7	96.1	98.0	101.3
Nondurable-goods stores, total	91.7	92.5	94.7	95.7	100.8	122.0	112.3	101.8	97.3	94.9	99.3	97.4
General merchandise group	88.0	90.7	95.7	95.6	102.5	130.0	117.5	103.3	94.0	90.8	97.6	95.0
Department stores	87.2	89.4	94.1	95.2	102.6	134.8	118.9	103.9	94.1	90.1	97.7	92.7
Apparel group	94.9	87.7	91.4	96.7	95.7	125.3	110.6	101.1	99.7	100.5	98.2	99.1
Furniture and appliance group	105.0	98.1	97.7	103.8	99.7	107.2	92.9	101.4	97.2	102.1	94.8	100.1
INSTALLMENT ACCOUNTS												
United States, total ^r	97.4	98.0	98.2	98.2	100.0	109.2	107.4	98.9	98.0	98.2	98.4	98.3
Durable-goods stores, total	100.5	101.5	101.0	98.2	100.2	103.7	102.2	99.4	98.5	97.4	98.5	99.7
Nondurable-goods stores, total	96.5	97.0	97.4	98.2	100.0	110.8	108.9	98.7	97.8	98.5	98.3	97.9
General merchandise group ^r	96.6	97.1	97.4	98.2	100.0	110.6	109.0	98.8	97.7	98.4	98.2	97.7
Department stores ^r	96.9	97.3	97.1	98.0	98.9	109.7	110.1	98.5	98.1	99.2	97.8	97.9
Apparel group	89.4	93.5	93.8	95.9	99.8	120.0	109.4	101.1	101.6	100.8	97.8	97.7
Furniture and appliance group	99.1	99.0	98.8	99.6	100.8	104.4	101.9	110.0	100.7	98.3	99.3	98.2

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of businesses for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

^r Revised data: July 1964 through June 1965.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64
Drug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58
Liquor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06
	GROUP 11 STORES											
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00
Drug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{U} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.86 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and 10.21 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.67 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses a direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1½ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
TOTAL ACCOUNTS RECEIVABLE	All Stores											
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
TOTAL ACCOUNTS RECEIVABLE	Group II Stores											
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.85
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	2.71
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES

NORTH CENTRAL STATES

THE SOUTH

THE WEST

New England Division

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division

New York
New Jersey
Pennsylvania

East North Central Division

Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

South Atlantic Division

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division

Kentucky
Tennessee
Alabama
Mississippi

West South Central Division

Arkansas
Louisiana
Oklahoma
Texas

Mountain Division

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division

Washington
Oregon
California
Alaska
Hawaii

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Pateron-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

UN
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE



For release
July 12, 1965

BR-65-5

SALES AND ACCOUNTS RECEIVABLE OF RETAIL STORES, BY KIND OF BUSINESS MAY 1965

United States

SALES

Regions and Geographic Divisions

Selected Large States and Standard Metropolitan Statistical Areas

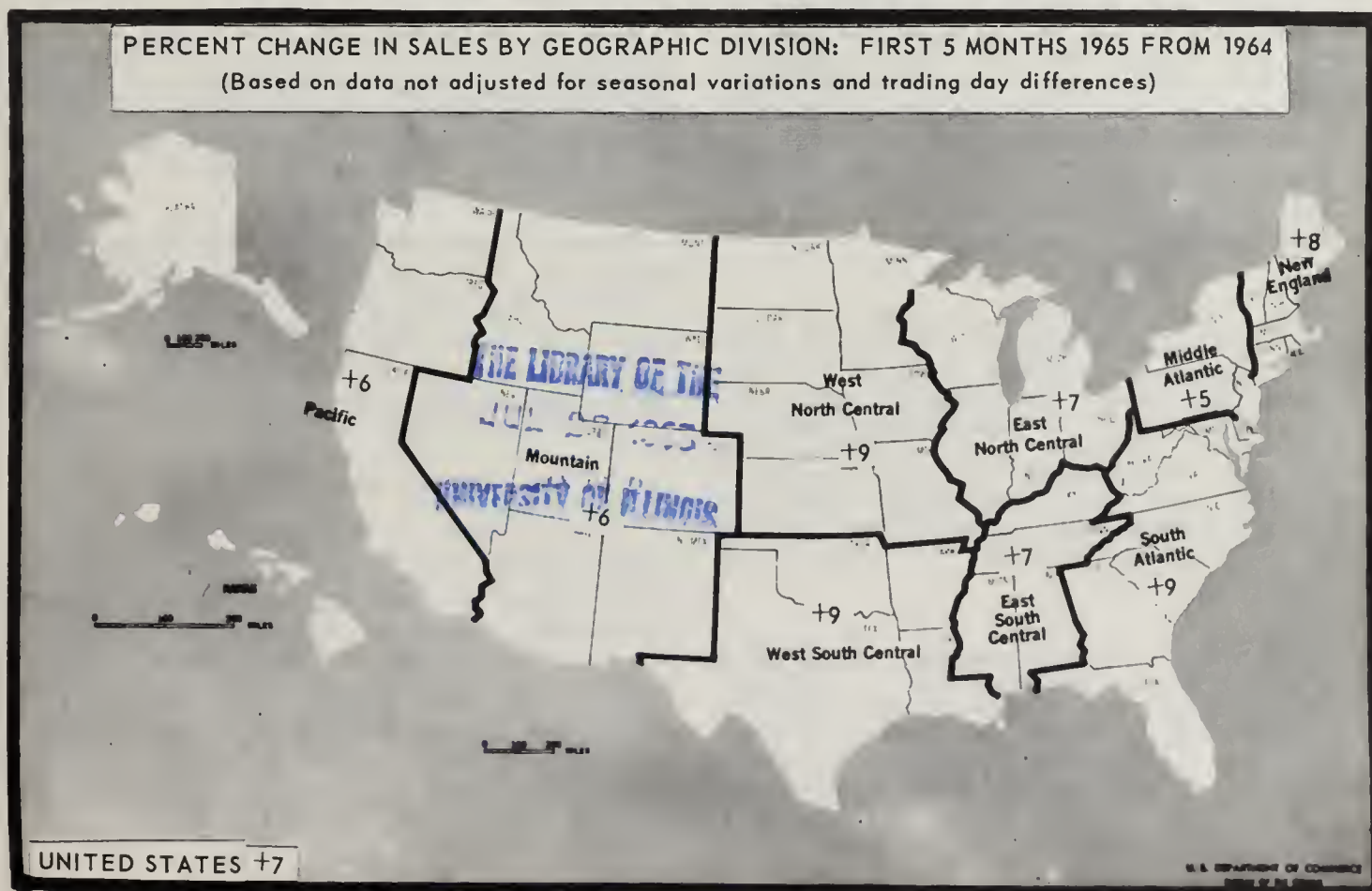
ACCOUNTS

United States

RECEIVABLE

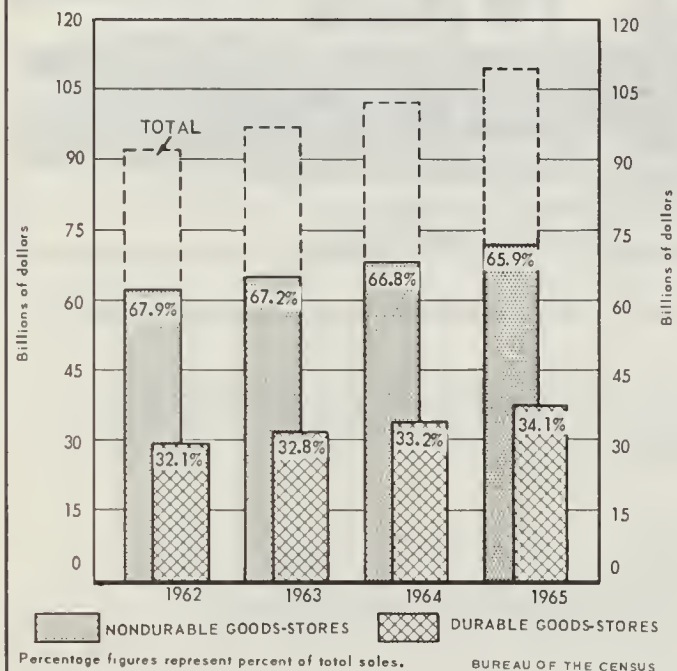
Charge Account Balances

Installment Account Balances



SALES OF ALL RETAIL STORES— FIRST 5 MONTHS 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

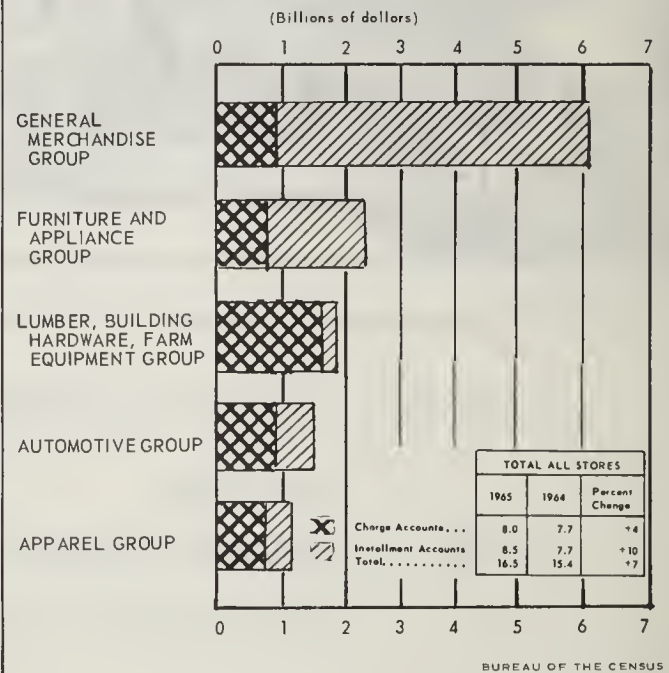
Total sales of all retail stores in the United States during May 1965 were estimated at \$23.8 billion, 1 percent above sales estimated for April 1965 and 6 percent above May 1964. After adjustment for seasonal variations and trading day differences but not for price changes, May 1965 sales amounted to \$23.4 billion, up 2 percent from April 1965 and 7 percent above May 1964. May 1965 adjusted sales of both durable-goods and nondurable-goods stores increased 2 percent from the previous month. May 1965 adjusted sales of durable-goods stores increased 7 percent and adjusted sales of nondurable-goods stores increased 8 percent from May 1964.

Based on adjusted data in the durable-goods category May 1965 sales of the lumber, building, hardware, and farm equipment group increased 7 percent from April 1965 sales. The automotive group increased 2 percent and the furniture and appliance group increased 1 percent. In the nondurable-goods category the month-to-month increases were: the apparel group, up 6 percent; the general merchandise group, up 5 percent; and the eating and drinking places, up 2 percent. The food group showed little change from April 1965.

Adjusted sales for May 1965 increased from May 1964 for all major kind-of-business groups. In the durable-goods category the increases were: the automotive group, up 10 percent; the lumber, building, hardware, and farm equipment group, up 5 percent; and the furniture and appliance group, up 1 percent.

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—MAY 1965

[Not adjusted for seasonal variations and holiday differences]



In the nondurable-goods category the year-to-year comparisons were: the general merchandise group, up 13 percent; the eating and drinking places, up 12 percent; the food group, up 7 percent; and the apparel group, up 2 percent.

Based on unadjusted data, the 4 regions of the United States had total sales of all retail stores for May 1965, and year-to-year comparisons as follows: the Northeastern States--\$6.0 billion, up 4 percent; the North Central States--\$7.1 billion, up 7 percent; the South--\$6.6 billion, up 7 percent; and the West--\$4.1 billion, up 5 percent.

For the 5 largest standard metropolitan statistical areas, the total unadjusted retail sales for all stores for May 1965, and year-to-year comparisons were: New York--\$1.4 billion, up 1 percent; Los Angeles-Long Beach, Calif.--\$1.1 billion, up 1 percent; Chicago, Ill.--\$1.0 billion, up 7 percent; Detroit, Mich.--\$0.6 billion, up 11 percent; Philadelphia, Pa.--\$0.6 billion, up 6 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16.5 billion in total accounts receivable balances owed by customers as of May 31, 1965. After adjustment for seasonal variations and holiday differences but not for price changes, May total receivable balances were 1 percent above the April 1965 level and 7 percent above May 1964. Compared with May 1964 adjusted installment account balances increased 10 percent and adjusted charge account balances increased 4 percent.

MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES FOR THE UNITED STATES

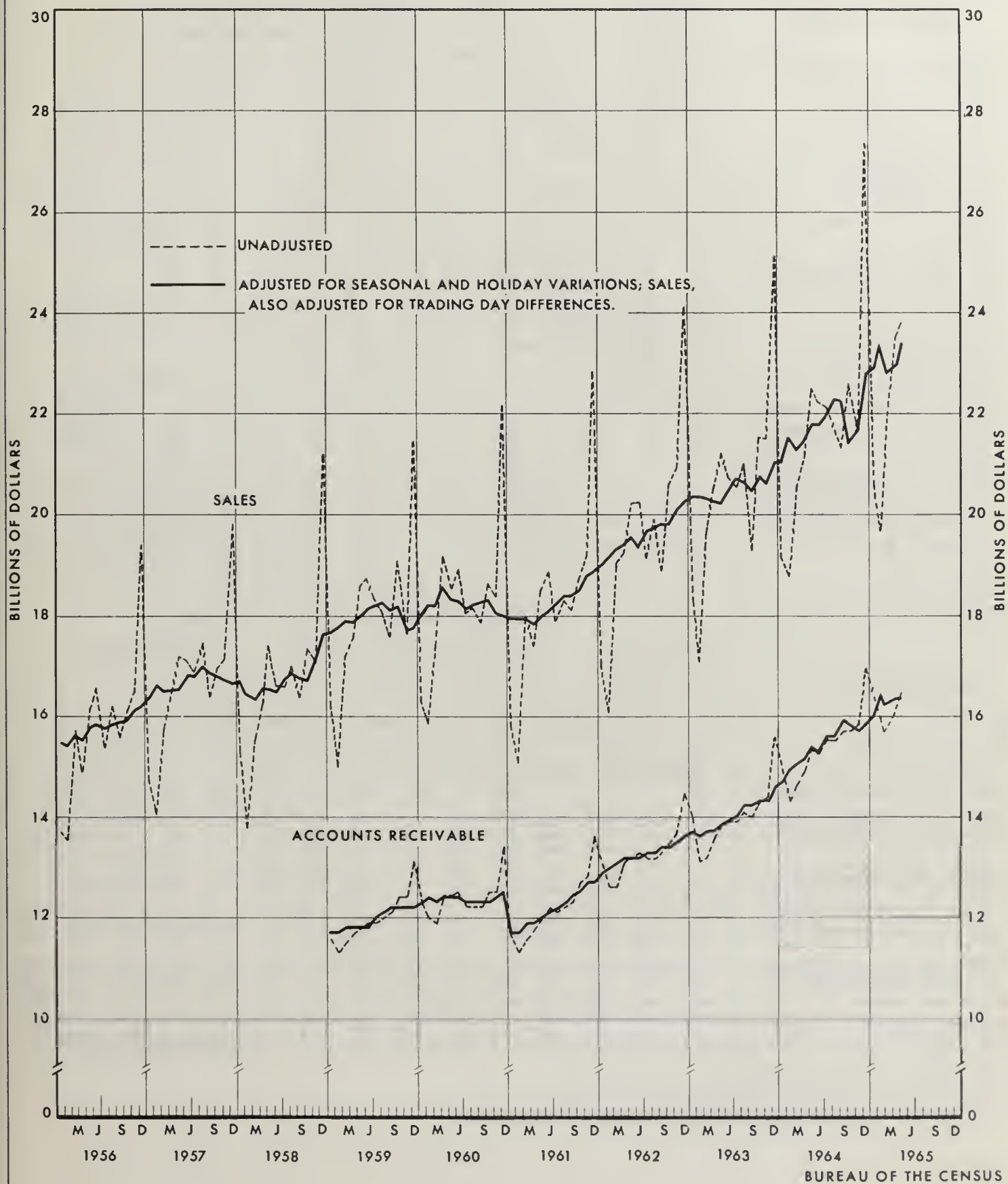


Table 1.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965					1964								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total ²	20,581	19,608	21,915	23,525	23,843	22,508	22,242	22,145	21,778	21,313	22,605	21,720	27,719	109,472	102,108
Durable-goods stores, total.....	6,665	6,664	7,709	8,061	8,238	7,693	7,719	7,399	7,011	6,893	7,133	6,813	8,201	37,337	33,947
Nondurable-goods stores, total.....	13,916	12,944	14,206	15,464	15,605	14,815	14,523	14,746	14,767	14,420	15,472	14,907	19,518	72,135	68,161
Food group ³	5,242	4,854	5,158	5,381	5,426	5,248	5,114	5,484	5,283	5,099	5,528	5,017	5,762	26,061	24,904
Grocery stores.....	4,786	4,405	4,684	4,886	4,916	4,739	4,613	4,971	4,780	4,612	5,031	4,546	5,208	23,677	22,512
Meat markets.....	121	115	121	125	124	127	125	123	117	128	113	130	130	606	637
Bakery products stores.....	95	90	97	96	94	96	92	88	94	92	99	96	106	472	467
Eating and drinking places.....	1,559	1,453	1,595	1,699	1,823	1,650	1,711	1,796	1,805	1,671	1,688	1,568	1,658	8,129	7,504
Eating places.....	1,114	1,036	1,152	1,233	1,337	1,179	1,239	1,293	1,308	1,204	1,207	1,118	1,170	5,872	5,270
Restaurants, cafeterias, lunchrooms.....	937	867	954	1,004	1,063	942	983	1,026	1,047	976	989	921	975	4,825	4,348
Drinking places.....	4-5	417	443	466	486	471	472	503	497	467	481	450	488	2,257	2,234
General merchandise group ⁴	1,094	1,998	2,391	2,779	2,757	2,479	2,491	2,380	2,591	2,550	2,801	3,021	5,048	12,019	10,839
Department stores and dry goods, general merchandise stores.....	1,549	1,427	1,731	1,026	2,017	1,800	1,816	1,714	1,865	1,857	2,056	2,180	3,673	8,750	7,779
Department stores.....	1,254	1,159	1,418	1,649	1,648	1,463	1,481	1,384	1,513	1,519	1,668	1,761	2,977	7,128	6,328
Variety stores.....	311	333	371	456	444	399	395	398	421	400	430	473	901	1,915	1,751
Mail order houses (department store merchandise).....	135	147	192	194	189	173	170	158	195	189	209	262	341	857	816
Apparel group ⁵	1,100	917	1,072	1,411	1,281	1,282	1,238	1,118	1,209	1,289	1,376	1,355	2,324	5,781	5,658
Men's, boys' wear stores ⁶	231	181	193	257	247	240	254	221	220	234	269	273	523	1,109	1,034
Men's, boys' clothing, furnishings stores.....	224	176	187	248	241	231	247	214	214	229	261	265	513	1,076	1,000
Women's apparel, accessory stores.....	439	378	448	555	508	506	465	427	463	497	547	539	924	2,328	2,253
Women's ready-to-wear stores.....	382	331	395	486	444	440	401	364	402	435	480	474	806	2,038	1,960
Family clothing stores.....	201	168	194	261	248	252	249	217	249	250	281	270	473	1,072	1,081
Shoe stores.....	183	152	190	276	228	233	217	195	212	235	215	210	306	1,029	1,043
Furniture and appliance group.....	953	903	1,000	1,000	1,055	1,043	1,112	1,098	1,111	1,088	1,182	1,169	1,488	4,911	4,845
Furniture, home furnishings stores.....	631	598	665	671	710	685	735	708	735	696	776	752	890	3,275	3,170
Furniture stores.....	464	423	477	482	520	497	543	532	552	508	569	550	680	2,366	2,264
Household appliance, TV, radio stores.....	322	305	335	329	345	358	377	390	376	392	406	417	598	1,636	1,675
Household appliance dealers.....	228	219	243	242	262	263	282	290	274	285	287	294	417	1,194	1,205
Lumber, building, hardware, farm equipment group ⁷	957	955	1,158	1,427	1,586	1,484	1,562	1,500	1,389	1,397	1,449	1,241	1,242	6,083	5,854
Lumber yards, building materials dealers ⁸	553	528	636	759	857	801	879	872	823	814	871	743	643	3,333	3,216
Lumber yards.....	356	335	413	494	552	525	580	564	555	544	591	489	412	2,150	2,122
Hardware stores.....	190	169	193	240	267	246	250	237	229	231	247	252	349	1,059	988
Automotive group.....	4,219	4,247	4,958	5,036	4,986	4,551	4,387	4,159	3,853	3,728	3,858	3,713	4,370	23,446	20,423
Passenger car, other automotive dealers.....	4,032	4,069	4,744	4,780	4,717	4,289	4,110	3,896	3,611	3,503	3,614	3,471	4,057	22,342	19,344
Passenger car dealers ⁹	3,944	3,973	4,614	4,604	4,525	4,141	3,947	3,723	3,436	3,385	3,486	3,357	3,947	21,660	18,768
Passenger car dealers (franchised).....	3,641	3,657	4,240	4,233	4,166	3,809	3,648	3,437	3,157	3,124	3,193	3,069	3,677	19,937	17,250
Tire, battery, accessory dealers.....	187	178	214	256	269	262	277	263	242	225	244	242	313	1,104	1,079
Gasoline service stations.....	1,679	1,561	1,698	1,769	1,857	1,708	1,754	1,820	1,801	1,701	1,761	1,712	1,790	8,564	7,956
Drug and proprietary stores.....	716	692	731	736	747	713	705	707	708	701	724	689	966	3,622	3,385
Drug stores.....	691	669	705	707	717	689	681	677	679	667	691	661	930	3,489	3,277
Liquor stores.....	455	433	448	482	507	485	472	500	489	475	510	518	770	2,325	2,225
Data ADJUSTED for seasonal variations and trading day differences															
United States, total ²	22,900	23,317	22,805	22,865	23,375	21,777	21,773	21,935	22,266	22,254	21,382	21,661	22,781	115,262	106,925
Durable-goods stores, total.....	7,855	7,966	7,669	7,550	7,715	7,218	7,002	7,060	7,324	7,541	6,496	6,695	7,645	38,755	35,284
Nondurable-goods stores, total.....	15,045	15,351	15,136	15,315	15,660	14,559	14,771	14,875	14,942	14,713	14,887	14,966	15,136	76,507	71,641
Food group.....	5,192	5,338	5,301	5,400	5,391	5,034	5,202	5,261	5,234	5,250	5,229	5,258	5,409	26,622	25,232
Grocery stores.....	4,714	4,841	4,809	4,910	4,894	4,540	4,704	4,769	4,743	4,755	4,736	4,774	4,913	24,168	22,780
Eating and drinking places.....	1,704	1,720	1,699	1,741	1,772	1,589	1,623	1,642	1,633	1,600	1,637	1,609	1,653	8,636	7,945
General merchandise group ⁴	1,832	2,848	2,801	2,781	2,926	2,589	2,620	2,686	2,734	2,591	2,664	2,738	2,762	14,188	12,665
Department stores.....	1,715	1,712	1,666	1,676	1,755	1,543	1,533	1,580	1,630	1,516	1,568	1,580	1,600	8,524	7,479
Variety stores.....	439	456	454	432	474	420	427	443	439	427	429	466	442	2,255	2,063
Mail order houses (department store mds.).....	191	196	208	197	210	190	200	192	205	192	198	191	196	1,004	948
Apparel group ⁵	1,327	1,335	1,261	1,253	1,326	1,295	1,322	1,316	1,363	1,285	1,301	1,310	1,300	6,502	6,336
Men's, boys' wear stores.....	258	265	253	254	262	250	244	257	269	261	259	261	257	1,292	1,201
Women's apparel, accessory stores.....	531	531	513	499	516	502	522	509	519	504	512	517	518	2,590	2,485
Shoe stores.....	223	219	210	205	226	223	218	217	224	206	210	229	226	1,083	1,102
Furniture and appliance group.....	1,103	1,081	1,094	1,086	1,095	1,080	1,108	1,107	1,094	1,067	1,088	1,098	1,113	5,459	5,355
Furniture, home furnishings stores.....	748	715	720	706	730	699	735	709	719	679	703	701	702	3,619	3,489
Household appliance, TV, radio stores.....	355	366	374	380	365	381	373	398	375	388	385	397	411	1,840	1,866
Lumber, building, hardware, farm equipment group ⁷	1,377	1,352	1,303	1,337	1,437	1,370	1,339	1,294	1,273	1,285	1,273	1,256	1,310	6,806	6,521
Lumber yards, building materials dealers ⁸	805	756	746	738	794	754	765	732	711	729	741	721	742	3,839	3,697
Hardware stores.....	245	235	224	230	242	220	227	242	227	237	242	261	262	1,176	1,081
Automotive group.....	4,709	4,855	4,592	4,455	4,539	4,126	3,885	3,989	4,259	4,531	3,495	3,685	4,588	23,150	20,159
Passenger car, other automotive dealers.....	4,470	4,608	4,352	4,204	4,284	3,880	3,645	3,755	4,025	4,301	3,265	3,428	4,344	21,918	18,950
Tire, battery, accessory dealers.....	239	247	240	251	255	246	240	234	234	230	257	244	244	1,232	1,209
Gasoline service stations.....	1,749	1,798	1,774	1,798	1,828	1,670	1,683	1,701	1,690	1,695	1,722	1,738	1,755	8,947	8,252
Drug and proprietary stores.....	734	745	748	760	747	713	721	726	722	734	739	724	731	3,734	3,464
Liquor stores.....	499	515	504	512	526	495	503	495	494	499	503	509	508	2,556	2,425

Note: Sampling variabilities for unadjusted data shown in table 13, page 14.

¹ Preliminary estimates, see Explanatory Material, page 21.² U.S. and group totals include kinds of business not shown separately.³ Includes men's, boys' clothing, furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.

Table 2.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	May 1965 from--		5 mos. 1965 from 5 mos. 1964		May 1965 from--		5 mos. 1965 from 5 mos. 1964
	May 1964	April 1965			May 1964	April 1965	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+6	+1	+7	Furniture and appliance group.....	+1	+6	+1
Durable-goods stores, total.....	+7	+2	+10	Furniture stores.....	+5	+8	+4
Nondurable-goods stores, total.....	+5	+1	+6	Floor coverings stores*.....	+1	-8	+1
Food group.....	+3	+1	+5	Household appliance, TV, radio stores.....	-4	+5	-2
Grocery stores.....	+4	+1	+5	Household appliance stores.....	0	+8	-1
Meat markets.....	-2	-1	-5	TV, radio stores*.....	-13	-5	-6
Fruit stores, vegetable markets*.....	+2	+37	-9	Lumber, building, hardware, farm equip. group....	+7	+11	+4
Candy, nut, confectionery stores*.....	+17	-7	+15	Lumber, building materials dealers.....	+7	+13	+4
Bakery products stores.....	-2	-2	+1	Lumber yards.....	+5	+12	+1
Delicatessen stores*.....	-8	+5	-2	Paint, glass, wallpaper stores*.....	+15	+15	+6
Eating and drinking places.....	+10	+7	+8	Heating and plumbing equipment dealers*.....	-21	-3	-20
Eating places.....	+13	+8	+11	Hardware stores.....	+9	+11	+7
Restaurants, cafeterias, lunchrooms.....	+13	+6	+11	Farm equipment dealers*.....	+6	+8	+3
Drinking places.....	+3	+4	+1	Automotive group.....	+10	-1	+15
General merchandise group.....	+11	-1	+11	Passenger car dealers.....	+9	-2	+15
Department stores and dry goods, general				Passenger car dealers (franchised).....	+9	-2	+16
merchandise stores.....	+12	0	+12	Tire, battery, accessory dealers.....	+3	+5	+2
Department stores.....	+13	0	+13	Gasoline service stations.....	+9	+5	+8
Variety stores.....	+11	-3	+9	Fuel, fuel oil dealers*.....	+10	-33	+9
Mail order houses (department store				Fuel dealers, except fuel oil*.....	+7	-27	+7
merchandise).....	+9	-3	+5	Fuel oil dealers*.....	+13	-37	+11
Apparel group.....	0	-9	+2	Drug and proprietary stores.....	+5	+1	+7
Men's, boys' clothing, furnishings stores.....	+4	-3	+8	Drug stores.....	+4	+1	+6
Men's, boys' clothing stores*.....	+6	-2	+8	Liquor stores.....	+5	+5	+4
Men's, boys' furnishings stores*.....	-4	-4	0	Jewelry stores*.....	-1	+23	+9
Women's ready-to-wear stores.....	+1	-9	+4	Florists*.....	+12	+12	+12
Family clothing stores.....	-2	-5	-1	Book stores*.....	(NA)	-9	(NA)
Women's apparel, accessory, specialty stores*..	0	-5	-2	Stationery stores*.....	-6	-6	-7
Shoe stores.....	-2	-17	-1	Music stores*.....	+18	-12	+20
				Camera, photographic supply stores*.....	0	+8	-8
				Optical goods stores*.....	+6	0	+10
				Typewriter stores*.....	-15	0	-38

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	May 1965 from--		5 mos. 1965 from 5 mos. 1964		May 1965 from--		5 mos. 1965 from 5 mos. 1964
	May 1964	April 1965			May 1964	April 1965	

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+7	+2	+8	Furniture and appliance group.....	+1	+1	+2
Durable-goods stores, total.....	+7	+2	+10	Furniture, home furnishings stores.....	+4	+3	+4
Nondurable-goods stores, total.....	+8	+2	+7	Household appliance, TV, radio stores.....	-4	-4	-1
Food group.....	+7	0	+6	Lumber, building, hardware, farm equip. group....	+5	+7	+4
Grocery stores.....	+8	0	+6	Lumber, building materials dealers.....	+5	+8	+4
Eating and drinking places.....	+12	+2	+9	Hardware stores.....	+10	+5	+9
General merchandise group.....	+13	+5	+12	Automotive group.....	+10	+2	+15
Department stores.....	+14	+5	+14	Passenger car and other automotive dealers.....	+10	+2	+16
Variety stores.....	+13	+10	+9	Tire, battery, accessory dealers.....	+4	+2	+2
Mail order houses (department store				Gasoline service stations.....	+9	+2	+8
merchandise).....	+11	+7	+6	Drug and proprietary stores.....	+5	-2	+8
Apparel group.....	+2	+6	+3	Liquor stores.....	+6	+3	+5
Men's, boys' wear stores.....	+5	+3	+8				
Women's apparel, accessory stores.....	+3	+3	+4				
Shoe stores.....	+1	+10	-2				

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

NA Not available.

Table 3.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)															
Kind of business	1965					1964								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,699	4,368	4,972	^r 5,594	5,507	5,233	5,107	5,169	5,202	5,133	5,637	5,451	7,734	25,140	23,758
Durable-goods stores, total.....	322	311	374	^r 419	437	421	450	457	444	438	436	452	560	1,863	1,795
Nondurable-goods stores, total.....	4,377	4,057	4,598	^r 5,175	5,070	4,812	4,657	4,712	4,758	4,695	5,201	4,999	7,174	23,277	21,963
Food group.....	2,184	2,011	2,140	2,290	2,232	2,184	2,041	2,219	2,082	2,063	2,359	2,041	2,417	10,857	10,412
Grocery stores.....	2,125	1,952	2,081	2,222	2,163	2,125	1,981	2,158	2,021	1,999	2,293	1,981	2,332	10,543	10,138
Eating and drinking places.....	115	111	126	132	140	120	131	134	138	129	127	120	123	624	544
General merchandise group.....	1,375	1,286	1,580	^r 1,868	1,863	1,696	1,698	1,605	1,756	1,717	1,877	2,004	3,358	7,972	7,360
Department stores and dry goods, general															
merchandise stores.....	1,016	904	1,134	^r 1,353	1,357	1,232	1,232	1,155	1,261	1,243	1,360	1,426	2,377	5,764	5,265
Department stores.....	887	793	994	^r 1,175	1,184	1,074	1,075	1,003	1,089	1,079	1,182	1,247	2,089	5,033	4,597
Variety stores.....	229	246	280	345	336	306	304	299	320	305	330	350	675	1,436	1,345
Apparel group.....	263	225	290	406	349	350	335	292	329	341	361	367	626	1,533	1,494
Men's, boys' wear stores ²	28	22	25	36	34	33	32	26	25	28	36	37	67	145	136
Women's apparel, accessory stores ³	106	93	124	162	147	148	144	125	143	140	153	161	272	632	619
Women's ready-to-wear stores.....	98	86	115	149	135	136	132	114	133	130	141	150	250	583	570
Shoe stores.....	74	65	81	124	97	100	94	82	91	103	90	91	147	441	444
Furniture and appliance group.....	86	84	102	104	108	103	105	103	104	108	111	117	146	484	452
Tire, battery, accessory dealers.....	80	74	89	108	115	106	115	108	101	93	104	102	142	466	431
Drug and proprietary stores.....	149	145	162	167	169	152	152	153	151	154	160	155	252	792	719
Liquor stores.....	95	93	101	104	108	102	97	100	103	100	112	114	184	501	481

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,367	5,439	5,397	^r 5,470	5,619	5,165	5,240	5,311	5,366	5,296	5,309	5,382	5,440	27,292	25,596
Grocery stores.....	2,045	2,133	2,117	2,164	2,176	1,999	2,066	2,084	2,083	2,105	2,113	2,110	2,174	10,635	10,143
Eating and drinking places.....	124	127	128	134	137	115	127	126	130	125	123	122	122	650	560
General merchandise group.....	1,897	1,870	1,867	^r 1,842	1,968	1,768	1,759	1,791	1,830	1,755	1,783	1,830	1,819	9,444	8,648
Department stores.....	1,223	1,180	1,164	^r 1,163	1,238	1,110	1,087	1,124	1,154	1,093	1,113	1,147	1,145	5,968	5,381
Variety stores.....	336	344	343	325	359	320	324	329	328	327	325	344	330	1,707	1,604
Apparel group.....	355	347	333	346	352	348	349	351	369	337	341	349	353	1,733	1,690
Men's, boys' wear stores ²	33	34	30	36	35	34	32	33	33	33	33	32	32	168	158
Women's apparel, accessory stores ³	151	145	143	144	146	145	153	149	156	142	144	149	148	729	712
Shoe stores.....	94	92	89	93	96	95	91	96	103	92	90	100	100	464	468
Tire, battery, accessory dealers.....	105	106	102	107	109	99	100	96	100	97	100	106	103	529	488
Drug and proprietary stores.....	159	163	169	177	174	157	156	161	158	165	167	160	163	842	761

^r Revised.¹ Based on weekly sales figures converted to calendar month totals. May 1965 weekly sales (in millions of dollars) were as follows: For week ending May 8 = 507; May 15 = 499; May 22 = 495; May 29 = 522.² Includes men's, boys' clothing; furnishings stores and custom tailors.³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 4 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)															
Kind of business	1965					1964								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total ²	5,735	5,391	6,099	6,794	6,719	6,253	6,109	6,157	6,230	6,186	6,766	6,566	9,280	30,738	28,316
Food group.....	2,515	2,328	2,476	2,630	2,576	2,444	2,292	2,503	2,384	2,358	2,679	2,359	2,798	12,525	11,690
Grocery stores.....	2,428	2,242	2,385	2,529	2,473	2,359	2,206	2,413	2,290	2,262	2,580	2,265	2,672	12,057	11,286
Eating and drinking places.....	184	172	191	200	213	171	190	196	200	187	191	185	193	960	772
General merchandise group ²	1,521	1,441	1,760	2,062	2,054	1,849	1,860	1,731	1,896	1,858	2,035	2,196	3,718	8,838	8,031
Department stores and dry goods, general															
merchandise stores.....	1,142	1,034	1,287	1,515	1,518	1,369	1,382	1,267	1,385	1,370	1,503	1,585	2,687	6,496	5,860
Department stores.....	981	894	1,115	1,301	1,309	1,178	1,190	1,085	1,182	1,180	1,296	1,367	2,299	5,600	5,047
Drug and proprietary stores.....	183	178	195	198	202	180	182	185	187	188	193	187	304	956	842

¹ Preliminary estimates, see Explanatory Material, page 21.² U.S. and group totals include kinds of business not shown separately.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965						1964								Percent change		
															Jan.-May 1965 from Jan.-May 1964		May 1965 from--
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Jan.-May 1964	May 1964	Apr. 1965
THE NORTHEASTERN STATES																	
TOTAL ²	5,276	4,955	5,513	5,953	5,967	5,734	5,671	5,508	5,435	5,362	5,673	5,581	7,337	+6	+4		0
Durable-goods stores, total.....	1,498	1,457	1,722	1,838	1,881	1,817	1,775	1,605	1,587	1,498	1,553	1,578	1,964	+8	+4		+2
Nondurable-goods stores, total.....	3,778	3,498	3,791	4,115	4,086	3,917	3,896	3,903	3,848	3,864	4,120	4,003	5,373	+5	+4		-1
Food group.....	1,483	1,358	1,445	1,527	1,530	1,484	1,450	1,564	1,470	1,438	1,552	1,406	1,636	+4	+3		0
Grocery stores.....	1,258	1,144	1,223	1,301	1,296	1,249	1,217	1,324	1,237	1,204	1,310	1,178	1,360	+5	+4		0
Eating and drinking places.....	447	432	482	509	541	508	528	542	541	500	500	464	495	+7	+6		+6
GAP ³ , total.....	1,091	1,004	1,172	1,376	1,376	1,314	1,338	1,209	1,261	1,348	1,464	1,542	2,504	+4	+5		0
General merchandise group.....	511	487	576	666	673	585	608	567	598	635	695	764	1,323	+15	+15		+1
Department stores.....	327	302	367	421	429	368	383	345	364	402	440	464	806	+17	+17		+2
Apparel group.....	351	293	344	448	421	435	430	343	367	419	443	440	741	-2	-3		-6
Furniture and appliance group.....	229	224	252	262	282	294	300	299	296	294	326	338	440	-7	-4		+8
Lumber, bldg., hdwe., farm equip. grp.	C													+11	+16		+19
Gasoline service stations.....	304	289	312	327	342	325	327	342	338	314	317	307	312	+5	+5		+5
Drug and proprietary stores.....	164	154	162	165	168	152	160	160	157	161	166	158	211	+9	+11		+2
THE NORTH CENTRAL STATES																	
TOTAL ²	5,881	5,593	6,387	7,002	7,138	6,674	6,549	6,558	6,362	6,341	6,885	6,514	8,030	+8	+7		+2
Durable-goods stores, total.....	1,877	1,879	2,272	2,481	2,476	2,242	2,284	2,226	2,036	2,101	2,254	2,097	2,406	+12	+10		0
Nondurable-goods stores, total.....	4,004	3,714	4,115	4,521	4,662	4,432	4,265	4,332	4,326	4,240	4,631	4,417	5,624	+6	+5		+3
Food group.....	1,433	1,320	1,401	1,466	1,489	1,472	1,428	1,509	1,470	1,406	1,536	1,384	1,574	+2	+1		+2
Grocery stores.....	1,328	1,220	1,296	1,346	1,362	1,349	1,302	1,386	1,345	1,288	1,412	1,268	1,441	+3	+1		+1
Eating and drinking places.....	461	425	466	509	555	493	510	538	544	505	520	474	491	+8	+13		+9
GAP ³ , total.....	1,195	1,086	1,321	1,532	1,498	1,386	1,393	1,343	1,424	1,438	1,576	1,646	2,554	+8	+8		-2
General merchandise group.....	638	613	747	878	880	785	796	749	824	817	896	966	1,540	+10	+12		0
Department stores.....	382	353	436	522	528	468	476	434	480	487	532	555	916	+10	+13		+1
Apparel group.....	293	231	282	372	333	327	298	286	299	325	357	358	600	+7	+2		-10
Furniture and appliance group.....	264	242	292	282	285	274	299	308	301	296	323	322	414	+4	+4		+1
Lumber, bldg., hdwe., farm equip. grp.	330	308	401	519	579	533	571	557	514	555	580	463	473	+1	+9		+12
Automotive group.....	1,144	1,186	1,430	1,528	1,459	1,285	1,250	1,207	1,059	1,061	1,176	1,126	1,256	+19	+14		-5
Gasoline service stations.....	560	512	548	577	606	551	542	576	566	546	583	562	595	+10	+10		+5
Drug and proprietary stores.....	217	207	215	216	218	214	205	213	212	214	227	213	299	+7	+2		+1
THE SOUTH																	
TOTAL ²	5,704	5,511	6,098	6,558	6,646	6,198	5,994	6,013	5,919	5,687	6,038	5,748	7,458	+9	+7		+1
Durable-goods stores, total.....	2,019	2,074	2,311	2,377	2,473	2,303	2,228	2,159	2,021	1,990	2,028	1,895	2,371	+11	+7		+4
Nondurable-goods stores, total.....	3,685	3,437	3,787	4,181	4,173	3,895	3,766	3,855	3,898	3,697	4,010	3,853	5,087	+8	+7		0
Food group.....	1,399	1,308	1,386	1,448	1,464	1,373	1,352	1,456	1,403	1,341	1,469	1,343	1,535	+8	+7		+1
Grocery stores.....	1,336	1,235	1,309	1,369	1,382	1,304	1,285	1,381	1,329	1,275	1,403	1,278	1,458	+8	+6		+1
Eating and drinking places.....	355	323	354	381	400	357	359	381	381	353	354	336	357	+11	+12		+5
GAP ³ , total.....	1,130	1,050	1,206	1,438	1,383	1,286	1,258	1,220	1,346	1,280	1,422	1,422	2,331	+9	+8		-4
General merchandise group.....	550	528	634	752	726	673	633	613	680	631	714	748	1,280	+9	+8		-3
Department stores.....	277	256	323	377	365	337	323	311	351	328	373	385	656	+11	+8		-3
Apparel group.....	303	260	297	407	356	333	312	308	349	342	380	364	652	+6	+7		-13
Furniture and appliance group.....	277	262	275	279	301	280	213	299	317	307	328	310	399	+13	+8		+8
Lumber, bldg., hdwe., farm equip. grp.	293	296	323	411	428	436	418	387	338	352	370	329	329	+3	-2		+c
Automotive group.....	1,303	1,359	1,541	1,523	1,571	1,412	1,312	1,290	1,170	1,146	1,159	1,073	1,337	+13	+11		+3
Gasoline service stations.....	498	460	508	528	554	512	538	543	538	496	511	501	531	+7	+8		+5
Drug and proprietary stores.....	197	196	207	205	206	201	196	190	193	185	191	185	257	+8	+2		0
THE WEST																	
TOTAL ²	3,720	3,549	3,917	4,012	4,092	3,902	4,028	4,066	4,062	3,923	4,009	3,877	4,894	+6	+5		+2
Durable-goods stores, total.....	1,271	1,254	1,404	1,365	1,408	1,331	1,432	1,409	1,367	1,304	1,298	1,243	1,460	+8	+6		+3
Nondurable-goods stores, total.....	2,449	2,295	2,513	2,647	2,684	2,571	2,596	2,657	2,695	2,619	2,711	2,634	3,434	+4	+4		+1
Food group.....	927	868	926	940	943	919	884	955	940	914	971	884	1,027	+4	+3		0
Grocery stores.....	864	806	856	870	876	837	809	880	869	845	906	822	949	+5	+5		+1
Eating and drinking places.....	296	273	293	300	327	292	314	335	339	313	314	294	315	+8	+12		+9
GAP ³ , total.....	731	678	764	844	836	818	852	824	880	861	897	935	1,471	+3	+4		-1
General merchandise group.....	395	370	434	483	478	436	454	451	489	467	496	542	905	+9	+10		-1
Department stores.....	C													+12	+12		-1
Apparel group.....	153	133	149	184	171	187	198	181	194	203	196	193	331	-4	-9		-7
Furniture and appliance group.....	C													-5	-4		+c
Gasoline service stations.....	317	300	330	337	355	320	347	359	359	345	350	342	352	+8	+11		+5
Drug and proprietary stores.....	138	135	147	150	155	146	144	144	146	141	140	133	199	+4	+6		+3

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) States in geographic regions are shown on page 27.

¹ Preliminary estimates.

² Totals include data for kinds of business not shown separately.

³ Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges from 7.1 and 10.5 percent for dollar volume estimates and year-to-year percent change and between 3.1 and 4.5 for the percent change over 2 consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965					1964 ¹								Percent change		
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-May 1965 from Jan.-May 1964	May 1965 from--	
															May 1964	Apr. 1965
New England Division, total ²	1,373	1,252	1,377	1,479	1,454	1,423	1,439	1,417	1,422	1,380	1,427	1,419	1,936	+8	+2	-2
Durable-goods stores.....	421	395	474	511	506	513	493	430	444	415	417	432	568	+8	-1	-1
Nondurable-goods stores.....	952	857	903	968	948	910	946	987	978	965	1,010	987	1,368	+8	+4	-2
Food group.....	368	327	343	355	361	353	362	403	382	364	386	349	405	+13	+2	+2
GAF ³ , total.....	244	222	255	309	306	289	305	277	298	306	315	338	616	+6	+6	-1
General merchandise group.....	114	110	131	153	153	128	146	137	146	142	149	165	320	+28	+20	0
Gasoline service stations.....	81	75	84	87	89	87	90	95	91	88	86	80	82	+6	+2	+2
Middle Atlantic Division, total ²	3,903	3,703	4,136	4,474	4,513	4,311	4,232	4,091	4,013	3,982	4,246	4,162	5,401	+5	+5	+1
Durable-goods stores.....	1,077	1,062	1,248	1,327	1,375	1,304	1,282	1,175	1,143	1,083	1,136	1,146	1,396	+8	+5	+4
Nondurable-goods stores.....	2,826	2,641	2,888	3,147	3,138	3,007	2,950	2,916	2,870	2,899	3,110	3,016	4,005	+4	+4	0
Eating and drinking places.....	350	342	388	411	433	406	417	424	423	387	388	357	381	+6	+7	+5
GAF ³ , total.....	847	782	917	1,067	1,070	1,025	1,033	932	963	1,042	1,149	1,204	1,888	+4	+4	0
General merchandise group.....	397	377	445	513	520	457	462	430	452	493	546	599	1,003	+12	+14	+1
Apparel group.....	269	230	274	354	334	349	348	272	284	324	351	345	565	-3	-4	-6
Gasoline service stations.....	223	214	228	240	253	238	237	247	247	226	231	227	230	+5	+6	+5
Drug and proprietary stores.....	116	111	119	122	125	111	116	114	111	118	122	114	146	+8	+13	+2
East North Central Division, total ²	4,209	4,011	4,592	4,988	5,079	4,778	4,656	4,581	4,489	4,464	4,882	4,653	5,738	+7	+6	+2
Durable-goods stores.....	1,292	1,295	1,586	1,701	1,694	1,574	1,579	1,479	1,370	1,424	1,562	1,455	1,656	+10	+8	0
Nondurable-goods stores.....	2,917	2,716	3,006	3,287	3,385	3,204	3,077	3,102	3,119	3,040	3,320	3,198	4,082	+6	+6	+3
Food group.....	1,090	1,009	1,073	1,119	1,131	1,116	1,074	1,126	1,101	1,046	1,142	1,041	1,187	+3	+1	+1
Eating and drinking places.....	344	313	345	378	416	359	372	390	400	369	380	348	361	+10	+16	+10
GAF ³ , total.....	876	799	985	1,128	1,103	1,023	1,019	965	1,031	1,050	1,148	1,208	1,880	+8	+8	-2
General merchandise group.....	463	449	551	640	644	577	581	539	594	596	644	706	1,115	+9	+12	+1
Apparel group.....	219	173	214	282	253	250	227	213	230	243	269	271	459	+6	+1	-10
Gasoline service stations.....	369	346	363	378	399	355	352	379	379	364	394	375	392	+9	+12	+6
Drug and proprietary stores.....	159	151	157	158	161	159	152	157	154	154	165	157	220	+7	+1	+2
West North Central Division, total ²	1,672	1,582	1,795	2,014	2,059	1,896	1,893	1,977	1,873	1,877	2,003	1,861	2,292	+9	+9	+2
Durable-goods stores.....	585	584	686	780	782	668	705	747	666	677	692	642	750	+17	+17	0
Nondurable-goods stores.....	1,087	998	1,109	1,234	1,277	1,228	1,188	1,230	1,207	1,200	1,311	1,219	1,542	+5	+4	+3
Food group.....	343	311	328	347	358	356	354	383	369	360	394	343	387	+1	+1	+3
GAF ³ , total.....	319	287	336	404	395	363	374	378	393	388	428	438	674	+9	+9	-2
General merchandise group.....	175	164	195	238	236	208	215	210	230	221	252	260	425	+11	+13	-1
Gasoline service stations.....	191	166	185	199	207	196	190	197	187	182	189	187	203	+13	+6	+4
South Atlantic Division, total ²	2,826	2,700	2,968	3,202	3,236	3,035	2,938	2,919	2,936	2,786	2,974	2,871	3,794	+9	+7	+1
Durable-goods stores.....	949	959	1,056	1,101	1,144	1,107	1,066	1,003	977	948	973	911	1,143	+9	+3	+4
Nondurable-goods stores.....	1,877	1,741	1,912	2,101	2,092	1,928	1,872	1,916	1,959	1,838	2,001	1,960	2,651	+9	+9	0
Eating and drinking places.....	193	177	192	204	210	184	189	208	213	195	193	182	199	+14	+14	+3
GAF ³ , total.....	590	559	642	748	723	651	641	607	680	660	737	754	1,254	+13	+11	-3
General merchandise group.....	290	284	341	395	386	345	330	311	346	323	364	397	690	+13	+12	-3
Apparel group.....	159	138	157	206	179	162	157	150	180	177	192	191	352	+10	+10	-13
Gasoline service stations.....	238	216	238	252	261	241	248	256	258	236	251	242	255	+8	+8	+4
Drug and proprietary stores.....	101	98	103	100	100	97	97	94	97	91	94	93	131	+12	+3	0
East South Central Division, total ²	1,048	1,010	1,120	1,260	1,282	1,195	1,144	1,129	1,117	1,103	1,161	1,093	1,372	+7	+7	+2
Nondurable-goods stores.....	671	628	690	790	796	749	703	713	724	712	772	716	921	+6	+6	+1
Food group.....	274	254	272	287	296	276	264	279	274	266	298	269	300	+10	+7	+3
GAF ³ , total.....	201	190	217	277	264	251	235	225	243	231	257	245	410	+5	+5	-5
General merchandise group.....	106	99	119	148	143	133	123	118	126	121	139	134	232	+8	+8	-3
Gasoline service stations.....	94	89	97	102	107	107	109	112	116	111	109	102	105	-1	0	+5
West South Central Division, total ²	1,830	1,801	2,010	2,096	2,128	1,968	1,912	1,965	1,866	1,798	1,903	1,784	2,292	+9	+8	+2
Durable-goods stores.....	1,137	1,068	1,185	1,290	1,285	1,218	1,191	1,225	1,215	1,147	1,237	1,177	1,515	+5	+6	0
Nondurable-goods stores.....	433	417	449	461	466	441	439	475	453	435	460	414	469	+5	+6	+1
Food group.....	107	97	108	118	128	115	118	121	114	108	111	106	107	+10	+11	+8
Eating and drinking places.....	339	301	347	413	396	384	382	388	423	389	428	423	667	+6	+3	-4
GAF ³ , total.....	154	145	174	208	197	195	180	184	208	187	211	217	358	+4	+1	-5
General merchandise group.....	771	717	853	881	898	837	901	907	918	848	879	827	1,026	+6	+7	+2
Nondurable-goods stores.....	511	473	542	575	577	544	575	603	610	570	583	562	721	+3	+6	0
Food group.....	134	123	141	166	166	159	164	163	177	160	169	173	276	+1	+4	+1
GAF ³ , total.....	70	63	76	89	88	88	89	87	98	84	90	95	167	0	0	-1
General merchandise group.....	2,949	2,832	3,064	3,131	3,194	3,065	3,127	3,159	3,144	3,075	3,130	3,050	3,868	+6	+4	+2
Durable-goods stores.....	1,011	1,010	1,093	1,059	1,087	1,038	1,106	1,105	1,059	1,026	1,002	978	1,155	+7	+5	+3
Nondurable-goods stores.....	1,938	1,822	1,971	2,072	2,107	2,027	2,021	2,054	2,085	2,049	2,128	2,072	2,713	+5	+4	+2
Food group.....	727	681	723	737	738	722	694	751	741	721	756	686	799	+5	+2	0
Eating and drinking places.....	248	229	240	242	263	237	249	263	269	248	254	243	262	+8	+11	+9
GAF ³ , total.....	597	555	623	678	670	659	688	661	703	701	728	762	1,195	+3	+2	-1
General merchandise group.....	325	307	358	394	390	348	365	364	391	383	406	448	738	+12	+12	-1
Gasoline service stations.....	229	219	232	238	249	233	239	242	239	234	249	246	251	+6	+7	+5

Note: Estimates are based on a sample. (See sampling variabilities in table 17.) States in geographic divisions are shown on page 27.

¹ Preliminary estimates.² Totals include data for kinds of business not shown separately.³ Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State and kind of business	1965					1964								Percent change	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-May 1965 from Jan.-May 1964	May 1965 from May 1964
California, total.....	2,295	2,202	2,328	2,373	2,416	2,354	2,389	2,375	2,336	2,300	2,355	2,344	2,999	+5	+3
Nondurable-goods stores.....	1,476	1,380	1,477	1,551	1,583	1,540	1,540	1,537	1,542	1,514	1,606	1,569	2,116	+4	+3
GAF ²	471	446	490	536	528	514	562	515	544	535	558	596	979	+5	+3
Florida, total.....	703	674	720	721	684	633	609	590	577	581	646	614	855	+13	+8
Nondurable-goods stores.....	483	447	484	499	462	417	400	404	403	380	425	430	605	+14	+11
Illinois, total.....	1,222	1,164	1,373	1,498	1,509	1,427	1,394	1,316	1,295	1,292	1,391	1,399	1,713	+6	+6
Nondurable-goods stores.....	905	845	972	1,061	1,081	1,057	1,002	949	962	947	1,014	1,017	1,294	+5	+2
GAF ²	284	265	341	384	376	351	360	308	341	344	381	419	623	+8	+7
Indiana, total.....	543	540	623	678	692	648	608	590	566	575	626	572	692	+8	+7
Massachusetts, total.....	666	620	690	736	722	697	675	630	623	621	643	663	888	+9	+4
Nondurable-goods stores.....	450	415	442	474	465	441	442	431	434	436	473	467	620	+9	+5
Michigan, total.....	950	874	998	1,055	1,078	1,024	991	1,004	974	991	1,091	1,043	1,292	+9	+5
Nondurable-goods stores.....	602	539	591	642	674	618	605	619	625	624	680	653	850	+9	+9
Minnesota, total.....	338	338	375	423	454	429	446	437	411	387	429	396	471	+8	+6
Missouri, total.....	502	478	541	608	615	537	546	562	555	561	591	549	682	+13	+15
New Jersey, total.....	775	768	850	887	906	869	851	820	789	773	814	809	1,037	+8	+4
Nondurable-goods stores.....	511	498	550	591	594	570	566	564	545	551	572	556	715	+5	+4
New York, total.....	1,930	1,806	2,015	2,190	2,178	2,156	2,114	2,045	2,033	2,027	2,132	2,043	2,631	+2	+1
Nondurable-goods stores.....	1,475	1,364	1,488	1,624	1,612	1,569	1,541	1,522	1,500	1,512	1,616	1,545	2,044	+3	+3
GAF ²	432	401	469	543	546	548	557	496	516	547	601	605	937	-1	0
North Carolina, total.....	407	381	435	496	538	458	400	476	474	442	447	412	540	+13	+17
Ohio, total.....	1,064	1,026	1,164	1,267	1,297	1,184	1,155	1,153	1,161	1,145	1,280	1,172	1,441	+9	+10
Nondurable-goods stores.....	712	672	729	802	817	752	735	740	765	760	832	781	993	+8	+9
Pennsylvania, total.....	1,198	1,129	1,271	1,397	1,429	1,286	1,267	1,226	1,191	1,182	1,300	1,310	1,733	+10	+11
Nondurable-goods stores.....	840	779	850	932	932	868	843	830	825	836	922	915	1,246	+7	+7
GAF ²	266	236	283	336	329	296	290	265	279	303	349	384	622	+10	+11
Texas, total.....	1,122	1,114	1,240	1,278	1,300	1,192	1,161	1,200	1,141	1,101	1,150	1,055	1,378	+11	+9
Nondurable-goods stores.....	703	658	726	798	794	761	750	773	758	721	760	717	935	+6	+4
Wisconsin, total.....	430	407	434	490	503	495	508	518	493	461	494	467	600	+2	+2

Note: Estimates are based on a sample. (See sampling variabilities in table 18.)

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - May 1965 from April 1965			State	Percent change - May 1965 from April 1965			State	Percent change - May 1965 from April 1965		
	Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores
California.....	+2	+2	-1	Michigan.....	+2	+5	0	North Carolina.....	+8	+1	+3
Florida.....	-5	-7	-14	Minnesota.....	+7	+8	-2	Ohio.....	+2	+2	-3
Illinois.....	+1	+2	-2	Missouri.....	+1	+1	-2	Pennsylvania.....	+2	0	-2
Indiana.....	+2	+4	-4	New Jersey.....	+2	+1	+4	Texas.....	+2	-1	-3
Massachusetts.....	-2	-2	-2	New York.....	-1	-1	+1	Wisconsin.....	+3	+6	0

Note: Sampling variabilities are shown in table 18.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 9.--PERCENT CHANGE IN SALES OF ALL RETAIL AND GAF STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, May 1965 from April 1965			Statistical areas	Percent change, May 1965 from April 1965		
	Total	Nondurable	GAF ¹		Total	Nondurable	GAF ¹
Standard Consolidated Areas ²				Detroit, Mich.....	+2	+2	-2
Chicago, Ill.-Northwestern Indiana.....	0	0	-2	Houston, Texas.....	-1	-2	-8
New York-Northeastern N.J.....	+1	-1	+1	Kansas City, Mo.-Kansas.....	-1	0	-2
Standard Metropolitan Statistical Areas				Los Angeles-Long Beach, Calif.....	+2	0	-1
Baltimore, Md.....	-1	+3	-5	Minneapolis-St. Paul, Minn.....	+6	+6	-3
Boston, Mass.....	-2	-1	0	Newark, N.J.....	+5	0	+2
Buffalo, N.Y.....	-6	-1	+3	New York, N.Y.....	0	-1	+1
Chicago, Ill.....	0	0	-1	Paterson-Clifton-Passaic, N.J.....	-1	-2	0
Cleveland, Ohio.....	-3	-1	-4	Philadelphia, Pa.-N.J.....	+2	0	-1
Dallas, Texas.....	-2	-2	-6	Pittsburgh, Pa.....	+2	-1	-1
				St. Louis, Mo.-Ill.....	-1	-3	-3
				San Francisco-Oakland, Calif.....	+3	+3	-4
				Seattle, Wash.....	+3	+4	+7
				Washington, D.C.-Md.-Va.....	+3	+3	0

Note: Sampling variabilities are shown in table 19, page 16.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 10.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Area	1965					1964								Percent change	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-May 1965 from Jan.-May 1964	May 1965 from May 1964
Standard Consolidated Areas²															
Chicago, Ill.-Northwestern Ind., total.....	887	848	996	1,061	1,063	986	958	895	888	894	962	988	1,253	+9	+8
Nondurable-goods stores.....	673	634	728	789	790	747	717	666	686	688	732	756	983	+7	+6
GAF ³	231	221	280	319	314	294	298	252	280	286	319	346	508	+8	+7
New York-Northeastern N.Y., total.....	1,806	1,691	1,859	1,967	1,977	1,951	1,905	1,790	1,751	1,779	1,884	1,847	2,384	+3	+1
Nondurable-goods stores.....	1,327	1,232	1,339	1,444	1,435	1,411	1,406	1,341	1,301	1,339	1,431	1,375	1,824	+3	+2
GAF ³	419	389	447	511	518	517	527	464	462	517	562	565	852	+1	0
Standard Metropolitan Statistical Areas²															
Chicago, Ill., total.....	815	777	911	972	974	914	889	822	816	821	873	907	1,155	+7	+7
Nondurable-goods stores.....	618	582	675	732	733	698	671	617	635	640	674	697	909	+5	+5
GAF ³	219	209	266	300	297	280	281	237	265	268	295	328	481	+7	+6
Detroit, Mich., total.....	499	452	515	542	551	497	468	457	453	468	569	541	674	+14	+11
GAF ³	100	89	110	129	127	110	105	102	109	122	128	136	221	+19	+15
Los Angeles-Long Beach, Calif., total.....	1,057	976	1,034	1,051	1,070	1,061	1,063	1,070	1,060	1,058	1,073	1,092	1,414	+2	+1
Nondurable-goods stores.....	679	614	661	701	704	692	687	690	696	691	725	721	966	+2	+2
GAF ³	233	216	233	253	250	260	276	266	282	274	286	303	473	+2	-4
New York, N.Y., total.....	1,275	1,173	1,292	1,377	1,371	1,356	1,326	1,262	1,243	1,274	1,348	1,306	1,689	+2	+1
Nondurable-goods stores.....	987	911	993	1,071	1,062	1,042	1,034	990	961	991	1,067	1,021	1,357	+3	+2
GAF ³	317	290	332	381	385	390	394	346	348	388	420	419	628	-1	-1
Philadelphia, Pa., total.....	488	476	541	577	590	555	524	496	481	496	538	536	722	+5	+6
Nondurable-goods stores.....	340	342	379	401	400	387	369	345	331	351	391	380	535	0	+3
GAF ³	107	99	137	147	146	131	129	113	115	134	146	161	257	+12	+11

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.)

¹ Preliminary estimates.

² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMSA includes Orange County, California.

³ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 11.--PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES
(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	May 1965 from--		5 months 1965 from 5 months 1964		May 1965 from--		5 months 1965 from 5 months 1964
	May 1964	April 1965			May 1964	April 1965	
STANDARD METROPOLITAN STATISTICAL AREA							
Akron, Ohio.....	+7	+2	+5	New York-Northeastern New Jersey ¹	+6	(NA)	+5
Asheville, N.C.....	+6	-2	+3	New York City.....	+3	(NA)	(NA)
Atlanta, Ga.....	+12	-5	+9	Newark, N.J.....	-3	+4	-1
Augusta, Ga.....	+6	-1	+7	Norfolk-Portsmouth, Va.....	+4	+7	0
Baltimore, Md.....	+8	+1	+5	Oklahoma City, Okla.....	+4	-7	+5
Baton Rouge, La.....	+7	-3	+7	Omaha, Nebr.....	(NA)	(NA)	(NA)
Binghamton, N.Y.....	+4	+8	+3	Peoria, Ill.....	(NA)	(NA)	(NA)
Birmingham, Ala.....	-7	+12	-1	Philadelphia, Pa.....	+6	+5	+4
Boston, Masa.....	+4	-3	+3	Pittsburgh, Pa.....	+7	-1	+3
Buffalo, N.Y.....	+5	-4	+6	Portland, Oreg.....	+5	-1	+5
Canton, Ohio.....	+7	+7	+4	Reading, Pa.....	+2	+2	+5
Chattanooga, Tenn.....	+8	+4	+9	Richmond, Va.....	+8	+2	+6
Chicago, Ill.....	+7	(NA)	+5	Rochester, N.Y.....	+8	-3	+7
Cincinnati, Ohio.....	+3	-10	+2	Sacramento, Calif.....	+2	+2	-1
Cleveland, Ohio.....	+1	-3	+2	St. Louis, Mo.....	-3	-3	-2
Columbus, Ohio.....	+6	-7	+6	Salt Lake City, Utah.....	-4	-7	+3
Corpus Christi, Texas.....	+4	-1	+4	San Antonio, Tex.....	-1	0	+2
Dallas, Texas.....	0	-6	+4	San Diego, Calif.....	0	-10	+2
Denver, Colo.....	-1	-3	-1	Savannah, Ga.....	(NA)	(NA)	(NA)
Des Moines, Iowa.....	(NA)	(NA)	(NA)	Seattle, Wash.....	+3	+5	+6
Detroit, Mich.....	+19	(NA)	+15	Shreveport, La.....	-5	-5	0
El Paso, Texas.....	-2	-6	+2	South Bend, Ind.....	(NA)	(NA)	(NA)
Erie, Pa.....	+13	+10	+7	Spokane, Wash.....	+1	-8	+6
Flint, Mich.....	(NA)	(NA)	(NA)	Springfield, Mo.....	+6	+1	+3
Fort Wayne, Ind.....	+8	-11	+6	Springfield, Ohio.....	+8	+7	+5
Grand Rapids, Mich.....	(NA)	(NA)	(NA)	Syracuse, N.Y.....	+15	-8	+11
Houston, Texas.....	+7	-6	+8	Tacoma, Wash.....	+17	+6	+11
Indianapolis, Ind.....	(NA)	(NA)	(NA)	Tampa-St. Petersburg, Fla.....	+4	-10	+2
Jacksonville, Fla.....	(NA)	(NA)	(NA)	Toledo, Ohio.....	+11	-3	+6
Kansas City, Mo.....	-2	-2	+1	Trenton, N.J.....	+11	+6	+5
Knoxville, Tenn.....	(NA)	(NA)	(NA)	Tulsa, Okla.....	+6	-8	+7
Lancaster, Pa.....	+14	+9	+6	Waco, Texas.....	-5	-7	-2
Lexington, Ky.....	+5	-9	+4	Washington, D.C.....	+6	+6	+7
Los Angeles-Long Beach, Calif.....	+5	-5	+3	Wheeling, W.Va.....	(NA)	(NA)	(NA)
Louisville, Ky.....	+7	-6	+7	Wichita, Kans.....	-5	-3	+1
Macon, Ga.....	(NA)	(NA)	(NA)	Worcester, Mass.....	+7	-9	+6
Memphis, Tenn.....	-6	-11	-3	Youngstown, Ohio.....	+8	+1	+6
Miami, Fla.....	+1	-10	+3	CITIES			
Milwaukee, Wis.....	(NA)	(NA)	(NA)	Bridgeport, Conn.....	-19	-1	-16
Mobile, Ala.....	-4	-2	0	Bristol, Tenn.-Va.....	(NA)	(NA)	(NA)
New Orleans, La.....	+11	-8	+9	Duluth, Minn.-Superior, Wis.....	0	0	0
				Minneapolis, Minn.....	+9	+4	+4
				Oakland-Berkely, Calif.....	+3	-1	+1
				Portsmouth, Ohio.....	+1	-7	+4
				Rome, Ga.....	+11	-4	+8
				St. Paul, Minn.....	+7	+5	+6
				San Francisco, Calif.....	-3	-3	-1

Note: Data are furnished by Federal Reserve Bank and subject to revision.

NA Not available.

¹ The breakdown shown does not include all portions of the area.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965					1964								Percent change, May 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1964	Apr. 1965
	Data NOT ADJUSTED for seasonal variations and holiday differences														
TOTAL ACCOUNTS RECEIVABLE															
United States, total ²	16,401	15,848	15,747	16,048	16,490	15,384	15,296	15,463	15,519	15,689	15,729	15,813	16,929	+7	+3
Durable-goods stores, total.....	6,627	6,474	6,430	6,520	6,703	6,491	6,647	6,691	6,724	6,833	6,799	6,646	6,885	+3	+3
Nondurable-goods stores, total.....	9,774	9,374	9,317	9,528	9,787	8,893	8,649	8,772	8,795	8,856	8,930	9,167	10,044	+10	+3
Food group.....	352	341	346	340	344	335	338	351	365	368	355	340	361	+3	+1
Grocery stores.....	287	281	289	283	288	286	291	297	299	308	296	284	302	+1	+2
Eating and drinking places.....	130	125	120	114	118	89	91	78	81	79	96	104	129	+33	+4
General merchandise group ²	6,294	5,969	5,855	5,905	6,022	5,308	5,239	5,459	5,521	5,593	5,640	5,812	6,478	+13	+2
Department stores and dry goods, general merchandise stores.....	5,063	4,760	4,658	4,675	4,784	4,195	4,190	4,365	4,414	4,470	4,506	4,604	5,216	+14	+2
Department stores.....	4,503	4,224	4,131	4,132	4,244	3,735	3,728	3,862	3,908	3,962	4,002	4,077	4,638	+14	+3
Mail order houses (department store mdse.)..	1,014	997	997	1,009	1,011	928	865	890	911	910	930	967	1,027	+9	0
Apparel group.....	1,206	1,102	1,086	1,116	1,110	1,006	994	1,000	1,007	1,044	1,083	1,110	1,325	+10	-1
Women's ready-to-wear stores.....	508	481	502	527	514	457	438	419	422	442	464	470	575	+12	-2
Furniture and appliance group.....	2,520	2,441	2,355	2,284	2,312	2,104	2,111	2,202	2,251	2,312	2,323	2,316	2,523	+10	+1
Furniture, home furnishings stores.....	1,900	1,828	1,780	1,744	1,766	1,587	1,595	1,696	1,760	1,781	1,783	1,778	1,896	+11	+1
Furniture stores.....	1,705	1,643	1,606	1,577	1,598	1,442	1,434	1,546	1,606	1,615	1,601	1,595	1,708	+11	+1
Household appliance, TV, radio stores.....	620	613	575	540	546	517	516	506	491	531	540	538	627	+6	+1
Household appliance dealers.....	538	534	502	473	480	457	452	446	431	438	452	460	539	+5	+1
Lumber, building, hardware, farm equip. group.	1,631	1,621	1,627	1,758	1,855	1,960	1,968	1,965	1,940	1,948	1,984	1,824	1,684	-5	+6
Lumber yards, building materials dealers ³ ...	1,155	1,137	1,138	1,225	1,324	1,384	1,356	1,356	1,355	1,365	1,392	1,301	1,180	-4	+8
Lumber yards.....	824	825	811	854	920	1,003	963	965	960	965	985	910	829	-8	+8
Automotive group.....	1,493	1,458	1,487	1,553	1,611	1,553	1,610	1,590	1,614	1,630	1,539	1,563	1,602	+4	+4
Passenger car dealers ⁴	1,012	966	981	1,024	1,059	1,002	1,009	985	1,031	1,052	992	1,015	1,044	+6	+3
Passenger car dealers (franchised).....	939	895	920	947	981	920	930	912	956	980	919	936	972	+7	+4
Tire, battery, accessory dealers.....	430	445	465	482	504	521	571	552	528	517	497	503	510	-3	+5
Gasoline service stations.....	441	447	467	472	498	465	470	460	461	458	460	460	443	+7	+6
Other retail stores.....	2,334	2,344	2,404	2,506	2,620	2,564	2,475	2,358	2,279	2,257	2,249	2,284	2,383	+2	+5
CHARGE ACCOUNTS															
United States, total ²	7,703	7,466	7,435	7,723	8,030	7,718	7,594	7,535	7,502	7,555	7,584	7,611	8,025	+4	+4
Durable-goods stores, total.....	3,500	3,453	3,421	3,552	3,731	3,582	3,657	3,670	3,653	3,720	3,706	3,617	3,644	+4	+5
Nondurable-goods stores, total.....	4,203	4,013	4,014	4,171	4,299	4,136	3,937	3,865	3,849	3,835	3,878	3,994	4,381	+4	+3
Food group.....	343	331	337	332	336	322	325	337	353	356	344	331	353	+4	+1
General merchandise group ²	1,130	991	935	936	973	959	928	965	956	951	972	1,015	1,240	+1	+4
Department stores and dry goods, general merchandise stores.....	1,044	907	849	849	877	868	824	848	846	838	867	909	1,145	+1	+3
Department stores.....	896	772	718	710	733	751	708	718	717	697	732	764	983	-2	+3
Apparel group.....	867	787	773	807	783	708	705	702	714	748	780	810	972	+11	-3
Furniture and appliance group.....	828	810	770	739	774	655	669	716	729	767	784	788	854	+18	+5
Furniture, home furnishings stores.....	607	591	572	564	594	496	508	556	579	615	621	617	625	+20	+5
Lumber, building, hardware, farm equip. group.	1,465	1,466	1,461	1,584	1,684	1,760	1,775	1,770	1,751	1,741	1,785	1,652	1,516	-4	+6
Lumber yards, building materials dealers ³ ...	1,106	1,089	1,080	1,165	1,259	1,328	1,308	1,297	1,289	1,290	1,320	1,250	1,130	-5	+8
Lumber yards.....	793	794	779	824	891	970	936	932	921	919	942	884	801	-8	+8
Automotive group.....	915	888	896	940	971	899	915	891	893	921	864	880	928	+8	+3
Passenger car dealers (franchised).....	666	633	646	670	691	631	637	613	624	652	612	642	685	+9	+3
Gasoline service stations.....	429	439	458	463	488	452	457	449	451	449	450	451	433	+8	+5
INSTALLMENT ACCOUNTS															
United States, total ²	8,698	8,382	8,312	8,325	8,460	7,666	7,702	7,928	8,017	8,134	8,145	8,202	8,904	+10	+2
Durable-goods stores, total.....	3,127	3,021	3,009	2,968	2,972	2,909	2,990	3,021	3,071	3,113	3,093	3,029	3,241	+2	0
Nondurable-goods stores, total.....	5,571	5,361	5,303	5,357	5,488	4,757	4,712	4,907	4,946	5,021	5,052	5,173	5,663	+15	+2
General merchandise group.....	5,164	4,978	4,920	4,969	5,049	4,349	4,311	4,494	4,565	4,644	4,668	4,797	5,238	+16	+2
Department stores and dry goods, general merchandise stores.....	4,019	3,853	3,809	3,826	3,907	3,327	3,366	3,517	3,568	3,632	3,639	3,695	4,071	+17	+2
Department stores.....	3,607	3,452	3,413	3,422	3,511	2,984	3,020	3,144	3,191	3,265	3,270	3,313	3,655	+18	+3
Apparel group.....	339	315	313	309	327	298	289	298	293	296	303	300	353	+10	+6
Furniture and appliance group.....	1,692	1,631	1,585	1,545	1,538	1,449	1,442	1,486	1,522	1,545	1,539	1,528	1,669	+6	0
Furniture, home furnishings stores.....	1,293	1,237	1,208	1,180	1,172	1,091	1,087	1,140	1,181	1,166	1,162	1,161	1,271	+7	-1
Household appliance, TV, radio stores.....	399	394	377	365	366	358	355	345	341	379	377	367	399	+2	0
Lumber, building, hardware, farm equip. group.	166	155	166	174	171	200	193	195	189	207	199	172	168	-15	-2
Automotive group.....	578	570	591	613	640	654	695	699	721	709	675	683	674	-2	+4
Tire, battery, accessory dealers.....	443	248	264	267	279	300	344	339	325	319	303	314	322	-7	+4

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the month indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² U.S. and group totals include kinds of business not shown separately.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

⁴ Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

(Millions of dollars)																
Kind of business	1965						1964								Percent change, May 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1964	Apr. 1965	
	Data ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE																
United States, total ²	16,038	16,381	16,249	16,272	16,449	15,355	15,470	15,596	15,626	15,854	15,767	15,731	15,798	+7	+1	
Durable-goods stores, total.....	6,823	6,907	6,784	6,734	6,716	6,508	6,542	6,511	6,501	6,678	6,607	6,528	6,696	+3	0	
Nondurable-goods stores, total.....	9,215	9,474	9,465	9,538	9,733	8,847	8,728	9,085	9,125	9,176	9,160	9,203	9,102	+10	+2	
Food group.....	357	352	353	355	350	341	341	349	349	355	348	342	350	+3	-1	
General merchandise group ³	5,797	6,016	6,002	6,026	6,113	5,395	5,384	5,666	5,743	5,764	5,772	5,794	5,727	+13	+1	
Department stores.....	4,085	4,272	4,250	4,220	4,329	3,811	3,800	4,015	4,074	4,105	4,099	4,100	4,088	+14	+3	
Mail order houses (department store mdse.)..	978	1,020	1,018	1,033	1,011	931	887	922	931	920	930	934	945	+9	-2	
Apparel group.....	1,102	1,110	1,084	1,109	1,149	1,043	1,040	1,118	1,112	1,086	1,086	1,099	1,090	+10	+4	
Women's ready-to-wear stores.....	477	490	483	503	517	460	461	481	476	460	466	466	479	+12	+3	
Furniture and appliance group.....	2,461	2,443	2,404	2,338	2,304	2,097	2,117	2,266	2,281	2,340	2,321	2,300	2,365	+10	-1	
Furniture, home furnishings stores.....	1,841	1,829	1,817	1,789	1,763	1,585	1,612	1,754	1,782	1,787	1,780	1,769	1,776	+11	-1	
Furniture stores.....	1,630	1,640	1,627	1,622	1,590	1,436	1,440	1,592	1,611	1,633	1,620	1,618	1,602	+11	-2	
Household appliance, TV, radio stores.....	620	614	587	549	541	512	505	512	499	553	541	531	589	+6	-1	
Household appliance dealers.....	541	536	505	488	476	453	441	441	438	456	457	454	509	+5	-2	
Lumber, building, hardware, farm equipment group.....	1,841	1,870	1,832	1,837	1,848	1,952	1,914	1,806	1,749	1,789	1,805	1,757	1,780	-5	+1	
Lumber yards, building materials dealers ³ ...	1,283	1,301	1,307	1,285	1,331	1,392	1,355	1,267	1,227	1,256	1,255	1,207	1,225	-4	+4	
Lumber yards.....	923	944	946	895	920	1,004	937	886	863	886	900	859	865	-8	+3	
Automotive group ²	1,546	1,568	1,554	1,571	1,590	1,535	1,559	1,521	1,590	1,641	1,501	1,538	1,566	+4	+1	
Passenger car dealers (franchised).....	965	962	955	941	967	908	916	881	959	1,002	885	919	942	+6	+3	
Tire, battery, accessory dealers.....	453	480	494	513	503	520	536	513	504	500	498	497	504	-3	-2	
Gasoline service stations.....	455	476	475	472	485	454	452	453	450	458	448	448	467	+7	+3	
CHARGE ACCOUNTS																
United States, total ²	7,776	7,874	7,794	7,782	7,883	7,588	7,555	7,576	7,492	7,593	7,464	7,462	7,555	+4	+1	
Durable-goods stores, total.....	3,739	3,837	3,735	3,677	3,705	3,561	3,582	3,529	3,466	3,577	3,454	3,468	3,615	+4	+1	
Nondurable-goods stores, total.....	4,037	4,037	4,059	4,105	4,178	4,027	3,973	4,047	4,026	4,016	4,010	3,994	3,940	+4	+2	
General merchandise group.....	1,007	977	982	986	982	971	972	1,052	1,047	1,003	1,023	997	973	+1	0	
Department stores.....	779	760	764	763	746	766	754	793	792	746	773	747	739	-3	-2	
Apparel group.....	790	802	775	801	822	744	748	799	806	778	779	783	769	+10	+3	
Furniture and appliance group.....	814	824	805	749	777	658	670	754	748	785	766	767	772	+18	+4	
Furniture, home furnishings stores.....	597	609	603	566	589	492	512	587	590	610	603	605	577	+20	+4	
Lumber, building, hardware, farm equipment group.....	1,670	1,717	1,677	1,666	1,664	1,743	1,727	1,625	1,570	1,590	1,599	1,578	1,603	-5	0	
Lumber yards, building materials dealers ³ ...	1,240	1,260	1,252	1,228	1,267	1,337	1,303	1,208	1,161	1,181	1,184	1,154	1,175	-5	+3	
Lumber yards.....	898	919	919	871	892	972	906	853	823	839	854	830	839	-8	+2	
Automotive group.....	936	948	937	950	945	875	891	865	891	938	827	864	916	+8	-1	
Passenger car dealers (franchised).....	670	666	668	660	675	618	628	605	630	676	592	630	675	+9	+2	
Gasoline service stations.....	444	465	466	462	476	441	440	443	438	449	437	440	457	+8	+3	
INSTALLMENT ACCOUNTS																
United States, total ²	8,262	8,507	8,455	8,490	8,566	7,767	7,715	8,020	8,134	8,261	8,303	8,269	8,243	+10	+1	
Durable-goods stores, total.....	3,084	3,070	3,049	3,057	3,011	2,947	2,960	2,982	3,035	3,101	3,153	3,060	3,081	+2	-2	
Nondurable-goods stores, total.....	5,178	5,437	5,406	5,433	5,555	4,820	4,755	5,038	5,099	5,160	5,150	5,209	5,162	+15	+2	
General merchandise group.....	4,790	5,049	5,020	5,040	5,131	4,424	4,412	4,614	4,696	4,761	4,749	4,797	4,753	+16	+2	
Department stores.....	3,306	3,512	3,486	3,457	3,583	3,045	3,047	3,221	3,283	3,359	3,327	3,353	3,347	+18	+4	
Apparel group.....	312	308	309	308	327	299	292	319	306	308	307	316	321	+9	+6	
Furniture and appliance group.....	1,647	1,619	1,599	1,589	1,527	1,439	1,450	1,512	1,533	1,559	1,561	1,535	1,585	+6	-4	
Furniture, home furnishings stores.....	1,244	1,220	1,214	1,223	1,174	1,093	1,100	1,167	1,192	1,177	1,177	1,164	1,199	+7	-4	
Household appliance, TV, radio stores.....	403	399	385	366	353	346	350	345	341	382	384	371	386	+2	-4	
Automotive group.....	610	620	617	621	645	660	668	656	699	703	674	674	650	-2	+4	
Tire, battery, accessory dealers.....	250	259	279	281	290	312	325	319	306	307	316	312	314	-7	+3	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² U.S. and group totals include kinds of business not shown separately.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 13.—ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965					1964								Percent change, May 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May ¹	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1964	Apr. 1965
Data NOT ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	6,362	6,146	6,081	6,130	6,274	5,564	5,624	5,624	5,667	5,782	5,881	6,021	6,651	+13	+2
Durable-goods stores, total.....	1,197	1,195	1,211	1,231	1,251	1,200	1,262	1,257	1,257	1,286	1,302	1,278	1,290	+4	+2
Nondurable-goods stores, total.....	5,165	4,951	4,870	4,899	5,023	4,364	4,362	4,367	4,410	4,496	4,579	4,743	5,361	+15	+3
General merchandise group.....	4,649	4,461	4,389	4,424	4,525	3,936	3,925	3,930	3,982	4,051	4,114	4,273	4,823	+15	+2
Department stores and dry goods, general merchandise stores.....	3,845	3,676	3,619	3,638	3,732	3,208	3,229	3,240	3,290	3,352	3,402	3,510	3,994	+16	+3
Department stores.....	3,451	3,299	3,248	3,257	3,359	2,879	2,899	2,908	2,948	3,007	3,052	3,142	3,585	+17	+3
Apparel group.....	315	291	279	287	297	248	257	260	247	251	272	278	337	+20	+3
Furniture and appliance group.....	397	395	388	386	388	361	358	364	368	377	382	381	392	+7	+1
Tire, battery, accessory dealers.....	274	276	285	305	316	302	338	345	336	337	335	337	341	+5	+4
CHARGE ACCOUNTS															
United States, total.....	1,073	998	968	972	1,019	995	1,012	991	972	981	1,022	1,021	1,163	+2	+5
Durable-goods stores, total.....	298	291	277	299	314	313	336	338	335	344	346	335	313	0	+5
Nondurable-goods stores, total.....	775	707	691	673	705	682	676	653	637	637	676	686	850	+3	+5
General merchandise group.....	432	378	362	351	371	401	391	368	350	339	365	373	497	-7	+6
Department stores and dry goods, general merchandise stores.....	394	343	324	317	329	355	335	314	301	292	317	328	455	-7	+4
Department stores.....	367	318	300	289	303	326	306	285	271	267	293	303	424	-7	+5
Apparel group.....	155	142	139	144	147	119	124	125	122	120	132	134	166	+24	+2
Furniture and appliance group.....	47	47	40	41	42	39	41	42	40	45	47	43	44	+8	+2
INSTALLMENT ACCOUNTS															
United States, total.....	5,289	5,148	5,113	5,158	5,255	4,569	4,612	4,633	4,695	4,801	4,859	5,000	5,488	+15	+2
Durable-goods stores, total.....	899	904	934	932	937	887	926	919	922	942	956	943	977	+6	+1
Nondurable-goods stores, total.....	4,390	4,244	4,179	4,226	4,318	3,682	3,686	3,714	3,773	3,859	3,903	4,057	4,511	+17	+2
General merchandise group.....	4,217	4,083	4,027	4,073	4,154	3,535	3,534	3,562	3,632	3,712	3,749	3,900	4,326	+18	+2
Department stores and dry goods, general merchandise stores.....	3,451	3,333	3,295	3,321	3,403	2,853	2,894	2,926	2,989	3,060	3,085	3,182	3,539	+19	+2
Department stores.....	3,084	2,981	2,948	2,968	3,056	2,553	2,593	2,629	2,677	2,740	2,759	2,839	3,161	+20	+3
Apparel group.....	160	149	140	143	150	129	133	135	125	131	140	144	171	+16	+5
Furniture and appliance group.....	350	348	348	345	346	322	317	322	328	332	335	338	348	+7	0
Data ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE															
United States, total.....	5,926	6,236	6,233	6,267	6,374	5,658	5,713	5,799	5,798	5,889	5,970	5,995	6,026	+13	+2
Durable-goods stores, total.....	1,205	1,242	1,250	1,268	1,271	1,220	1,260	1,238	1,219	1,254	1,290	1,257	1,258	+4	0
Nondurable-goods stores, total.....	4,721	4,994	4,983	4,999	5,103	4,438	4,453	4,561	4,579	4,635	4,680	4,738	4,768	+15	+2
General merchandise group.....	4,237	4,433	4,507	4,526	4,610	4,016	4,022	4,105	4,126	4,165	4,199	4,264	4,295	+15	+2
Department stores.....	3,110	3,332	3,324	3,313	3,435	2,947	2,972	3,033	3,054	3,105	3,122	3,167	3,198	+17	+4
Apparel group.....	286	287	277	285	303	253	261	283	273	271	282	284	274	+20	+6
Furniture and appliance group.....	394	362	387	391	392	365	363	365	372	382	381	378	374	+7	0
Tire, battery, accessory dealers.....	285	291	305	320	321	308	322	323	318	322	343	337	333	+4	0
CHARGE ACCOUNTS															
United States, total.....	1,015	1,027	1,012	1,020	1,030	1,008	1,027	1,036	1,000	994	1,022	997	1,013	+2	+1
Durable-goods stores, total.....	325	333	302	311	320	319	331	324	311	321	316	316	316	0	+3
Nondurable-goods stores, total.....	690	694	710	709	710	689	696	712	689	673	706	681	697	+3	0
General merchandise group.....	368	366	385	387	380	412	412	418	386	354	382	364	382	-8	-2
Department stores.....	309	306	319	321	310	335	330	327	303	284	308	295	315	-7	-3
Apparel group.....	140	140	139	143	150	121	125	132	139	131	136	140	132	+24	+5
Furniture and appliance group.....	51	46	41	40	44	41	41	40	41	44	45	43	41	+7	+10
INSTALLMENT ACCOUNTS															
United States, total.....	4,911	5,209	5,221	5,247	5,344	4,650	4,686	4,763	4,798	4,895	4,948	4,998	5,013	+15	+2
Durable-goods stores, total.....	880	909	948	957	951	901	929	914	908	933	974	941	942	+6	-1
Nondurable-goods stores, total.....	4,031	4,300	4,273	4,290	4,393	3,749	3,757	3,849	3,890	3,965	3,974	4,057	4,071	+17	+4
General merchandise group.....	3,869	4,133	4,122	4,139	4,230	3,603	3,610	3,687	3,740	3,811	3,818	3,900	3,911	+17	+2
Department stores.....	3,801	3,026	3,005	2,992	3,125	2,613	2,643	2,707	2,751	2,822	2,815	2,871	2,881	+20	+4
Apparel group.....	146	147	138	142	153	132	136	151	134	140	146	144	142	+16	+8
Furniture and appliance group.....	343	316	346	351	348	324	322	325	331	336	336	335	333	+7	-1

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(Z) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Range in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	b
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	c	c
Gasoline service stations.....	A	B	B	B	B	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	B	a	b	a	a	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(1)	A	B	(1)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	B	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(1)	A	A	(1)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	B	A	A	A	A	B	A	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(3)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(1)	a	a	(1)	a	b	a	a
Eating and drinking places.....	a	a	b	b	b	c	b	b	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	a	a	a	a	a	b	a	a	a
Apparel group.....	b	a	a	b	b	a	a	c	b
Gasoline service stations.....	b	a	a	b	a	a	c	b	a
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(1) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (2) More than 10.5 percent. (3) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	A	B	B	a	a	a
Indiana.....	B	-	C	B	B	C	b	-	c
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	-	B	B	B	a	a	b
Minnesota.....	B	C	-	B	C	B	a	b	a
Missouri.....	B	-	-	B	B	B	a	a	a
New Jersey.....	B	B	-	B	B	B	a	a	a
New York.....	B	A	A	A	A	A	a	a	a
North Carolina.....	B	C	-	B	C	B	a	b	b
Ohio.....	B	B	C	B	B	C	a	a	a
Pennsylvania.....	B	A	A	A	A	A	a	a	a
Texas.....	B	B	-	B	B	B	a	a	a
Wisconsin.....	B	C	-	B	C	B	a	a	b

Table 19.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

Area	Percent change over 2 consecutive months			Area	Percent change over 2 consecutive months		
	Total	Nondurable	GAF		Total	Nondurable	GAF
Standard Consolidated Areas				Detroit, Mich.....	b	a	b
Chicago, Ill.-Northwestern Ind.....	a	a	b	Houston, Tex.....	a	a	b
New York-Northeastern N.J.....	a	a	a	Kansas City, Mo.-Kans.....	b	a	a
Standard Metropolitan Statistical Areas				Los Angeles-Long Beach, Calif.....	a	a	b
Baltimore, Md.....	b	a	b	Minneapolis-St. Paul, Minn.....	a	a	a
Boston, Mass.....	a	b	b	Newark, N.J.....	b	a	b
Buffalo, N.Y.....	a	b	b	New York, N.Y.....	a	a	a
Chicago, Ill.....	a	a	b	Paterson-Glifton-Passaic, N.J.....	b	b	a
Cleveland, Ohio.....	a	a	a	Philadelphia, Pa.-N.J.....	b	a	b
Dallas, Tex.....	a	a	b	Pittsburgh, Pa.....	b	a	a
				St. Louis, Mo.-Ill.....	b	a	b
				San Francisco-Oakland, Calif.....	a	a	a
				Seattle, Wash.....	b	a	a
				Washington, D.C.-Md.-Va.....	a	a	a

Table 20.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates			Percent change from same month a year ago		
	Total	Nondurable	GAF	Total	Nondurable	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B	B	B
New York-Northeastern New Jersey.....	B	A	B	B	A	B
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	B	B	B	B	B
Detroit, Mich.....	B	C	B	B	G	B
Los Angeles-Long Beach, Calif.....	B	A	B	B	A	B
New York, N.Y.....	B	A	B	B	A	B
Philadelphia, Pa.-N.J.....	B	B	B	B	B	B

Table 21.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.5	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.0	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(Z) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	84.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3	101.5	91.0	97.4	99.5	100.4	98.5	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	99.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	95.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	105.6	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	107.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
GROUP II STORES																								
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.5	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	84.9	95.9	97.6	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	93.4	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	124.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	93.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

(NA) Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLES OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JULY 1964-JUNE 1965

Kind of business	1964						1965					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total ^r	99.4	99.6	99.1	100.0	100.7	106.9	101.9	96.7	96.8	98.7	100.3	100.2
Durable-goods stores, total.....	102.8	103.5	102.4	103.1	101.9	102.7	97.1	93.8	94.8	96.8	99.8	101.6
Nondurable-goods stores, total ^r	96.5	96.3	96.4	97.4	99.6	110.4	105.9	99.0	98.5	100.1	100.8	99.1
Food group.....	100.6	104.5	103.8	102.1	99.3	103.0	98.7	97.0	98.1	95.8	98.2	99.1
General merchandise group ^r	96.2	96.0	96.9	97.7	100.4	113.8	108.7	99.2	97.4	97.8	98.5	97.1
Department stores ^r	95.9	95.6	96.3	97.4	99.6	114.8	110.5	99.1	97.0	97.5	98.1	97.7
Mail order houses (department store merchandise) ^r	96.5	97.9	98.9	100.0	103.5	108.7	103.7	97.7	97.9	97.7	100.0	97.3
Apparel group.....	89.5	90.6	96.1	99.8	101.1	121.8	109.5	99.2	100.2	100.7	96.6	95.9
Women's ready-to-wear stores.....	87.2	88.7	96.0	99.6	100.8	120.1	106.6	98.2	103.9	104.8	99.5	95.5
Furniture and appliance group.....	97.2	98.7	98.7	99.8	100.5	107.0	102.6	100.2	98.3	97.4	100.2	99.8
Furniture, home furnishings stores.....	96.8	98.8	99.7	100.0	100.4	106.8	103.2	100.1	98.1	97.5	100.1	99.1
Furniture stores.....	97.1	99.7	98.9	98.8	98.6	106.6	104.6	100.2	98.7	97.2	100.5	99.9
Household appliance, TV, radio stores.....	98.8	98.3	96.0	99.9	101.4	106.5	100.0	99.9	97.9	98.3	101.0	102.3
Household appliance dealers.....	101.2	98.5	96.0	98.9	101.4	105.8	99.4	99.7	99.4	96.9	100.8	102.6
Lumber, building, hardware, farm equipment group.....	108.8	110.9	108.9	109.9	103.8	94.6	88.6	86.7	88.8	95.7	100.4	102.6
Lumber yards, building materials dealers.....	107.0	110.4	108.7	110.9	107.8	96.3	90.0	87.4	87.1	95.3	99.5	99.9
Lumber yards.....	108.9	111.3	108.9	109.4	105.9	95.8	89.3	87.4	85.7	95.4	100.0	102.8
Automotive group.....	104.6	101.4	99.4	102.6	101.7	102.3	96.5	92.9	95.7	98.8	101.2	103.2
Passenger car dealers (franchised).....	103.5	99.7	97.8	103.8	101.9	103.2	97.3	93.0	96.3	100.6	101.4	101.2
Tire, battery, accessory dealers.....	107.7	104.7	103.3	99.7	101.2	101.2	95.0	92.8	94.2	94.0	100.2	106.7
Gasoline service stations.....	101.6	102.5	99.9	102.7	102.6	94.9	96.9	94.0	98.4	100.1	102.6	104.0
CHARGE ACCOUNTS												
United States, total ^r	99.6	100.3	99.6	101.8	102.1	106.2	99.0	94.9	95.4	99.2	101.8	100.6
Durable-goods stores, total.....	104.0	105.4	104.0	107.3	104.3	100.8	93.6	90.0	91.6	96.6	100.7	102.0
Nondurable-goods stores, total.....	95.5	95.6	95.5	96.7	100.0	111.2	104.1	99.4	98.9	101.6	102.9	99.2
General merchandise group.....	91.7	91.3	94.8	95.0	101.8	127.5	112.3	101.4	95.2	94.9	99.1	95.4
Department stores.....	90.5	90.5	93.4	94.7	102.3	133.1	115.1	101.6	94.0	93.0	98.3	93.7
Apparel group.....	87.9	88.6	96.1	100.1	103.5	126.4	109.8	98.1	99.7	100.8	95.3	94.5
Furniture and appliance group.....	94.9	97.5	97.7	102.3	102.7	110.6	102.1	98.8	96.6	97.8	99.4	100.2
Furniture, home furnishings stores.....	94.7	98.1	100.9	102.9	101.9	108.4	101.7	97.1	94.8	99.7	100.8	99.2
Lumber, building, hardware, farm equipment group.....	108.9	111.5	109.5	111.6	104.7	94.6	87.7	85.4	87.1	95.1	101.2	102.6
Lumber yards, building materials dealers.....	107.4	111.0	109.2	111.5	108.3	96.2	89.2	86.4	86.2	94.9	99.4	100.1
Lumber yards.....	109.2	111.9	109.5	110.3	106.5	95.5	88.3	86.4	84.8	94.6	99.9	103.3
Automotive group.....	103.0	100.2	98.2	104.5	101.9	101.3	97.8	93.7	95.6	98.9	102.7	102.7
Passenger car dealers (franchised).....	101.3	99.1	96.4	103.4	101.9	101.5	99.4	95.0	96.7	101.5	102.3	101.2
Gasoline service stations.....	101.4	103.0	99.9	103.0	102.6	94.7	96.7	94.4	98.2	100.2	102.5	104.0
INSTALLMENT ACCOUNTS												
United States, total ^r	99.0	98.8	98.6	98.1	99.2	107.8	105.0	98.5	98.4	98.0	98.8	100.0
Durable-goods stores, total.....	101.3	101.2	100.4	98.1	99.0	105.2	101.4	98.4	98.7	97.1	98.7	101.1
Nondurable-goods stores, total ^r	97.4	97.0	97.3	98.1	99.3	109.7	107.6	98.6	98.1	98.6	98.8	99.1
General merchandise group ^r	97.4	97.2	97.5	98.3	100.0	110.2	107.8	98.6	98.0	98.6	98.4	97.6
Department stores ^r	97.6	97.2	97.2	98.3	98.8	109.2	109.1	98.3	97.9	99.0	98.0	99.0
Apparel group.....	93.5	95.7	96.2	98.8	94.9	109.8	108.8	102.2	101.4	100.3	99.9	99.6
Furniture and appliance group.....	98.2	99.3	99.1	98.7	99.6	105.4	102.7	100.8	99.1	97.2	100.6	99.5
Furniture, home furnishings stores.....	97.7	99.1	99.1	98.7	99.7	106.0	103.9	101.4	99.5	96.5	99.8	99.0
Household appliance, TV, radio stores.....	100.0	99.9	99.1	98.7	99.0	103.3	98.9	98.7	98.0	99.7	103.6	101.4
Automotive group.....	106.6	103.1	100.9	100.1	101.3	103.7	94.7	92.0	95.8	98.7	99.3	103.9
Tire, battery, accessory dealers.....	106.4	106.2	104.0	95.8	100.7	102.7	97.2	95.7	94.6	95.0	96.2	105.8
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total ^r	97.1	97.9	98.4	98.7	100.5	110.3	107.0	98.5	97.5	97.7	98.5	98.3
Durable-goods stores, total.....	101.6	103.2	102.7	101.3	101.7	102.5	99.4	96.2	96.6	97.0	98.4	100.2
Nondurable-goods stores, total ^r	95.6	96.2	97.0	97.7	100.1	112.8	109.5	99.2	97.7	97.9	98.5	97.8
General merchandise group ^r	95.6	96.3	97.2	97.9	100.3	112.9	109.9	99.3	97.3	97.5	98.1	97.4
Department stores ^r	95.6	96.3	96.7	97.6	99.4	113.1	111.3	99.2	97.6	98.0	97.8	97.2
Apparel group.....	92.0	90.7	92.7	96.3	97.9	122.5	110.0	101.1	100.7	100.6	98.0	98.4
Furniture and appliance group.....	99.8	98.9	98.6	100.0	100.7	104.7	100.9	100.2	100.3	98.7	98.8	98.4
Tire, battery, accessory dealers.....	106.9	105.8	104.6	97.6	100.1	102.3	96.1	94.7	93.5	95.4	98.3	104.9
CHARGE ACCOUNTS												
United States, total.....	95.9	97.6	98.9	100.3	102.5	114.3	105.5	97.0	95.4	95.3	98.8	98.7
Durable-goods stores, total.....	104.3	107.8	107.3	109.6	105.9	99.1	91.8	87.5	91.7	96.1	98.0	101.3
Nondurable-goods stores, total.....	91.7	92.5	94.7	95.7	100.8	122.0	112.3	101.8	97.3	94.9	99.3	97.4
General merchandise group.....	88.0	90.7	95.7	95.6	102.5	130.0	117.5	103.3	94.0	90.8	97.6	95.0
Department stores.....	87.2	89.4	94.1	95.2	102.6	134.8	118.9	103.9	94.1	90.1	97.7	92.7
Apparel group.....	94.9	87.7	91.4	96.7	95.7	125.3	110.6	101.1	99.7	100.5	98.2	99.1
Furniture and appliance group.....	105.0	98.1	97.7	103.8	99.7	107.2	92.9	101.4	97.2	102.1	94.8	100.1
INSTALLMENT ACCOUNTS												
United States, total ^r	97.4	98.0	98.2	98.2	100.0	109.2	107.4	98.9	98.0	98.2	98.4	98.3
Durable-goods stores, total.....	100.5	101.5	101.0	98.2	100.2	103.7	102.2	99.4	98.5	97.4	98.5	99.7
Nondurable-goods stores, total ^r	96.5	97.0	97.4	98.2	100.0	110.8	108.9	98.7	97.8	98.5	98.3	97.9
General merchandise group ^r	96.6	97.1	97.4	98.2	100.0	110.6	109.0	98.8	97.7	98.4	98.2	97.7
Department stores ^r	96.9	97.3	97.1	98.0	98.9	109.7	110.1	98.5	98.1	99.2	97.8	97.9
Apparel group.....	89.4	93.5	93.8	95.9	99.8	120.0	109.4	101.1	101.6	100.8	97.8	97.7
Furniture and appliance group.....	99.1	99.0	98.8	99.6	100.8	104.4	101.9	110.0	100.7	98.3	99.3	98.2

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

^r Revised data: July 1964 through June 1965.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
ALL STORES												
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64
Drug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58
Liquor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06
GROUP II STORES												
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02
Grocery storrs.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52
Shoe storea.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00
Drug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{U} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.84 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.47 for I and 10.21 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.67 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.84 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1½ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
TOTAL ACCOUNTS RECEIVABLE	All Stores											
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
TOTAL ACCOUNTS RECEIVABLE	Group II Stores											
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.85
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.71
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES

NORTH CENTRAL STATES

THE SOUTH

THE WEST

New England Division

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division

New York
New Jersey
Pennsylvania

East North Central Division

Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

South Atlantic Division

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division

Kentucky
Tennessee
Alabama
Mississippi

West South Central Division

Arkansas
Louisiana
Oklahoma
Texas

Mountain Division

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division

Washington
Oregon
California
Alaska
Hawaii

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Paterson-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

OFFICIAL BUSINESS

FIRST CLASS MAIL

581
In 331rs 2

Commerce



or release
August 10, 1965

BR-65-6

SALES AND ACCOUNTS RECEIVABLE OF RETAIL STORES, BY KIND OF BUSINESS JUNE 1965

SALES
United States
Regions and Geographic Divisions
Selected Large States and Standard Metropolitan Statistical Areas

ACCOUNTS
RECEIVABLE
United States
Charge Account Balances
Installment Account Balances

THE LIBRARY OF THE

AUG 26 1965

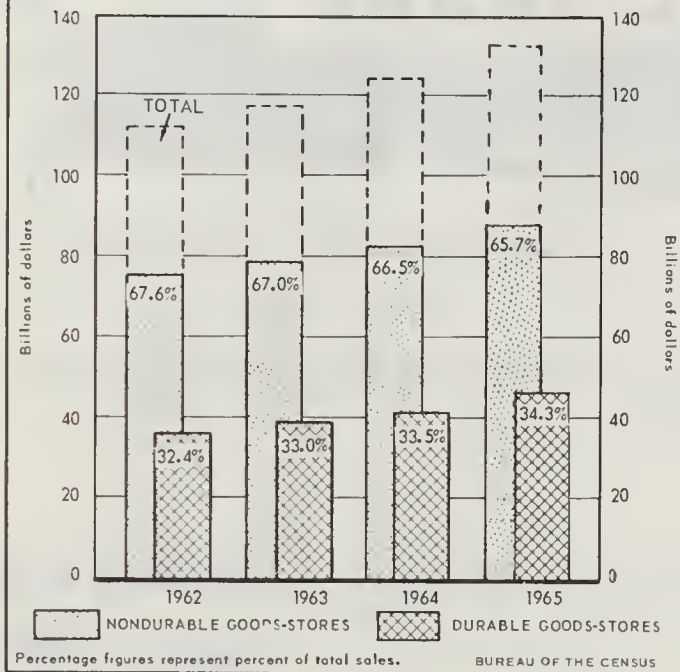
UNIVERSITY OF ILLINOIS

PERCENT CHANGE IN SALES BY GEOGRAPHIC DIVISION: FIRST 6 MONTHS 1965 FROM 1964
(Based on data not adjusted for seasonal variations and trading day differences)



SALES OF ALL RETAIL STORES— FIRST 6 MONTHS 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

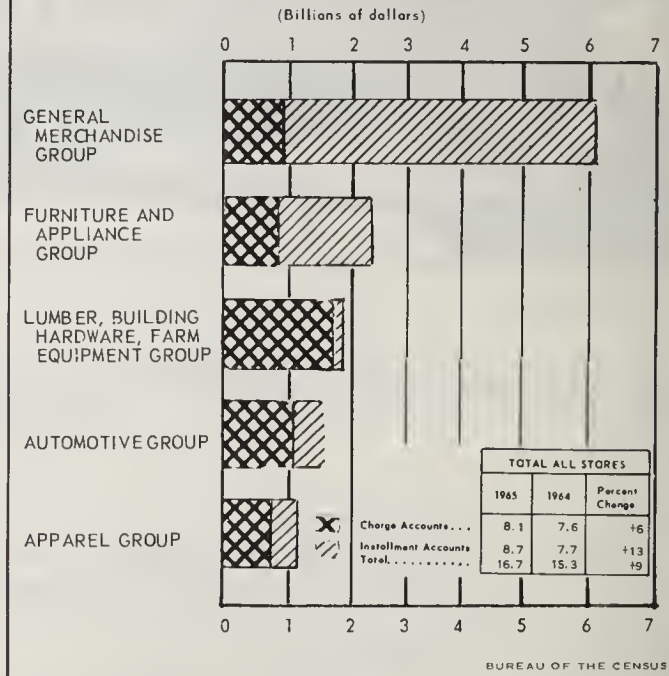
Total sales of all retail stores in the United States during June 1965 were estimated at \$23.8 billion, virtually unchanged from sales estimated for May 1965 but 7 percent above June 1964. After adjustment for seasonal variations and trading day differences but not for price changes, June 1965 sales amounted to \$23.3 billion, little changed from May 1965 but 7 percent above June 1964. June 1965 adjusted sales of durable-goods stores increased 1 percent from May 1965 and 11 percent from June a year ago. Sales of nondurable-goods stores decreased 1 percent from the previous month, but increased 5 percent from June 1964.

Based on adjusted data in the durable-goods category, the furniture and appliance group showed an increase of 3 percent from May 1965. The automotive group remained virtually unchanged while the lumber, building, hardware, farm equipment group decreased 3 percent. In the nondurable-goods category, the food group increased 1 percent from May 1965 while a decrease of 4 percent was reported for the general merchandise group. The apparel group and the eating and drinking places decreased 2 percent and 1 percent respectively.

On a year-to-year basis, adjusted sales increased for all major kind-of-business groups in the durable-goods category. The increases were: the automotive group, up 17 percent; the lumber, building, hardware, farm equipment group, up 4 percent; and the furniture and appliance group, up 1 percent. In the nondurable-

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—JUNE 1965

[Not adjusted for seasonal variations and holiday differences]



goods category year-to-year increases were recorded by the eating and drinking places, up 8 percent; the general merchandise group, up 7 percent; and the food group up 5 percent. The apparel group decreased 2 percent from June 1964.

Based on unadjusted data, the 4 regions of the United States had total sales of all retail stores for June 1965 and year-to-year comparisons as follows: the Northeastern States--\$6.0 billion, up 6 percent; the North Central States--\$7.1 billion, up 8 percent; the South--\$6.5 billion, up 9 percent; and the West--\$4.2 billion, up 3 percent.

For the 5 largest standard metropolitan statistical areas, the total unadjusted retail sales for all stores for June 1965, and year-to-year comparisons were: New York--\$1.4 billion, up 3 percent; Los Angeles-Long Beach, Calif.--\$1.1 billion, virtually unchanged; Chicago, Ill.--\$0.9 billion, up 5 percent; Detroit, Mich.--\$0.5 billion, up 17 percent, and Philadelphia, Pa.--\$0.6 billion, up 9 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16.7 billion in total accounts receivable balances owed by customers as of June 30, 1965. After adjustment for seasonal variations and holiday differences but not for price changes, June total receivable balances were 1 percent above the May 1965 level and 9 percent above June 1964. Compared with June 1964, adjusted installment account balances increased 13 percent and adjusted charge account balances increased 6 percent.

**MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES
FOR THE UNITED STATES**

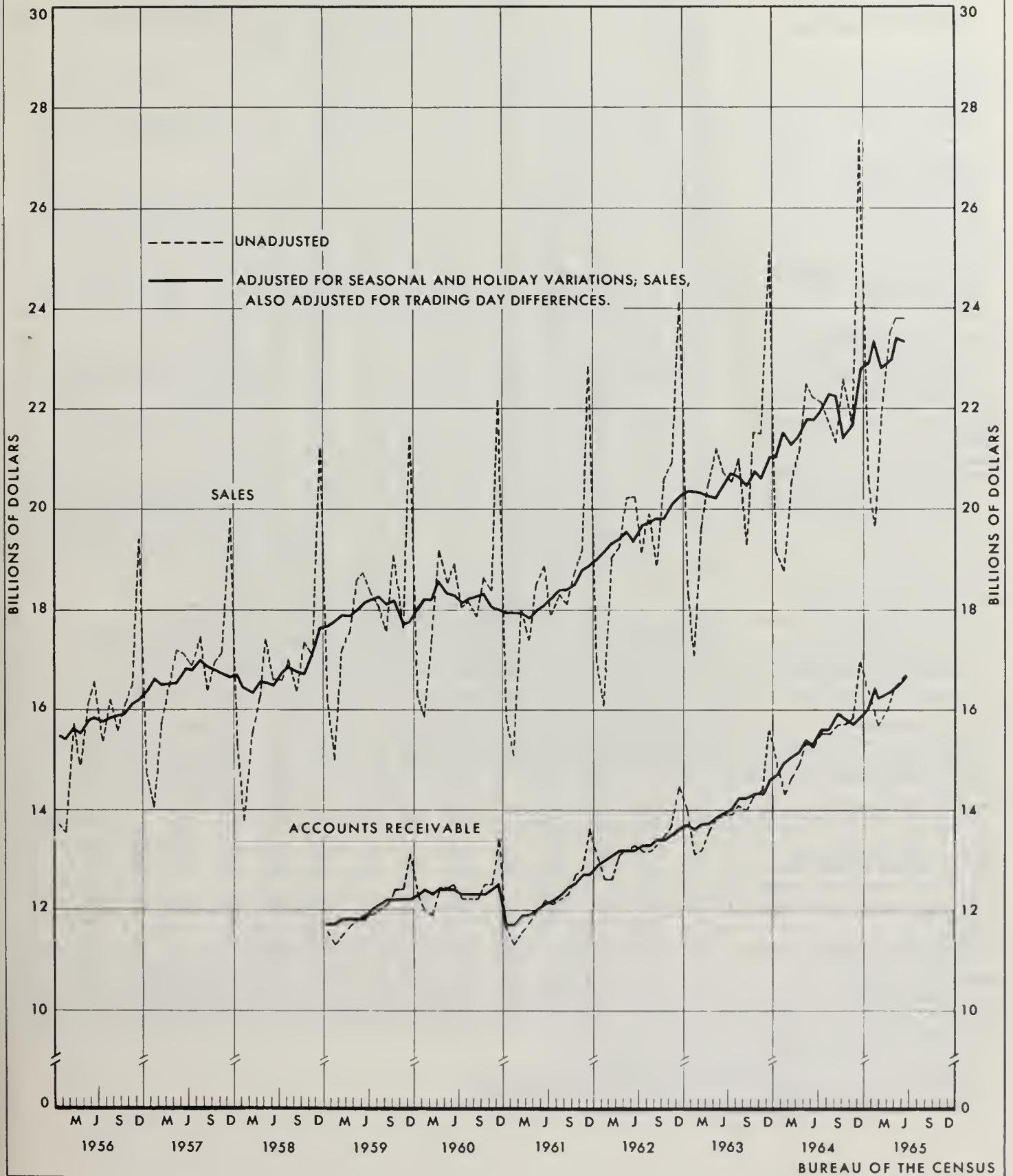


Table 1.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)															
Kind of business	1965						1964						Total 6 months		
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total ²	20,581	19,608	21,915	23,525	23,820	23,790	22,242	22,145	21,778	21,313	22,605	21,720	27,719	133,239	124,350
Durable-goods stores, total.....	6,665	6,664	7,709	8,061	8,225	8,432	7,719	7,399	7,011	6,893	7,133	6,813	8,201	45,756	41,666
Nondurable-goods stores, total.....	13,916	12,944	14,206	15,464	15,595	15,358	14,523	14,746	14,767	14,420	15,472	14,907	19,518	87,483	82,684
Food group ²	5,242	4,854	5,158	5,381	5,441	5,413	5,114	5,484	5,283	5,099	5,528	5,017	5,762	31,489	30,018
Grocery stores.....	4,786	4,405	4,684	4,886	4,936	4,883	4,613	4,971	4,780	4,612	5,031	4,546	5,208	28,570	27,125
Meat markets.....	121	115	121	125	129	133	127	125	123	117	128	113	130	744	761
Bakery products stores.....	95	90	97	96	92	95	92	88	94	92	99	96	106	565	559
Eating and drinking places.....	1,559	1,453	1,595	1,699	1,818	1,854	1,711	1,796	1,805	1,671	1,688	1,568	1,658	9,978	9,215
Eating places.....	1,114	1,036	1,152	1,233	1,330	1,365	1,239	1,293	1,308	1,204	1,207	1,118	1,170	7,230	6,509
Restaurants, cafeterias, lunchrooms.....	937	867	954	1,004	1,054	1,074	983	1,026	1,047	976	989	921	975	5,890	5,331
Drinking places.....	445	417	443	466	488	489	472	503	497	467	481	450	488	2,748	2,706
General merchandise group ²	2,094	1,998	2,391	2,779	2,744	2,693	2,491	2,380	2,591	2,550	2,801	3,021	5,048	14,699	13,330
Department stores and dry goods, general merchandise stores.....	1,549	1,427	1,731	2,026	2,010	1,980	1,816	1,714	1,865	1,857	2,056	2,180	3,673	10,723	9,595
Department stores.....	1,254	1,159	1,418	1,649	1,646	1,620	1,481	1,384	1,513	1,519	1,668	1,761	2,977	8,746	7,809
Variety stores.....	311	333	371	456	442	431	395	398	421	400	430	473	901	2,344	2,146
Mail order houses (department store merchandise).....	135	147	192	194	189	179	170	158	195	189	209	262	341	1,036	986
Apparel group ²	1,100	917	1,072	1,411	1,281	1,226	1,238	1,118	1,209	1,289	1,376	1,355	2,324	7,007	6,896
Men's, boys' wear stores ³	231	181	193	257	248	258	254	221	220	234	269	273	523	1,368	1,288
Men's, boys' clothing, furnishings stores.....	224	176	187	248	242	252	247	214	214	229	261	265	513	1,329	1,247
Women's apparel, accessory stores ⁴	439	378	448	555	511	470	465	427	463	497	547	539	924	2,801	2,718
Women's ready-to-wear stores.....	382	331	395	486	447	405	401	364	402	435	480	474	806	2,446	2,361
Family clothing stores.....	201	168	194	261	246	236	249	217	249	250	281	270	473	1,306	1,330
Shoe stores.....	183	152	190	276	226	215	217	195	212	235	215	210	306	1,242	1,260
Furniture and appliance group.....	953	903	1,000	1,000	1,045	1,118	1,112	1,098	1,111	1,088	1,182	1,169	1,488	6,019	5,957
Furniture, home furnishings stores.....	631	598	665	671	700	749	735	708	735	696	776	752	890	4,014	3,905
Furniture stores.....	464	423	477	482	515	558	543	532	552	508	569	550	680	2,919	2,807
Household appliance, TV, radio stores.....	322	305	335	329	345	369	377	390	376	392	406	417	598	2,005	2,052
Household appliance dealers.....	228	219	243	242	262	282	282	290	274	285	287	294	417	1,476	1,487
Lumber, building, hardware, farm equipment group ⁵	957	955	1,158	1,427	1,583	1,604	1,562	1,500	1,389	1,397	1,449	1,241	1,242	7,684	7,416
Lumber yards, building materials dealers ⁵	553	528	636	759	854	930	879	872	823	814	871	743	643	4,260	4,095
Lumber yards.....	356	335	413	494	552	616	580	564	555	544	591	489	412	2,766	2,702
Hardware stores.....	190	169	193	240	264	252	250	237	229	231	247	252	349	1,308	1,238
Automotive group.....	4,219	4,247	4,958	5,036	4,984	5,044	4,387	4,159	3,853	3,728	3,858	3,713	4,370	28,488	24,810
Passenger car, other automotive dealers.....	4,032	4,069	4,744	4,780	4,711	4,768	4,110	3,896	3,611	3,503	3,614	3,471	4,057	27,104	23,454
Passenger car dealers ⁶	3,944	3,973	4,614	4,604	4,518	4,554	3,947	3,723	3,436	3,385	3,486	3,357	3,947	26,207	22,515
Passenger car dealers (franchised).....	3,641	3,657	4,240	4,233	4,172	4,216	3,648	3,437	3,157	3,124	3,193	3,069	3,677	24,159	20,898
Tire, battery, accessory dealers.....	187	178	214	256	273	276	277	263	242	225	244	242	313	1,384	1,356
Gasoline service stations.....	1,679	1,561	1,698	1,769	1,847	1,888	1,754	1,820	1,801	1,701	1,761	1,712	1,790	10,442	9,710
Drug and proprietary stores.....	716	692	731	736	749	747	705	707	708	701	724	689	966	4,371	4,090
Drug stores.....	691	669	705	707	719	717	681	677	679	667	691	661	930	4,208	3,958
Liquor stores.....	455	433	448	482	506	485	472	500	489	475	510	518	770	2,809	2,697
Data ADJUSTED for seasonal variations and trading day differences															
United States, total ²	22,900	23,317	22,805	22,865	23,352	23,299	21,773	21,935	22,266	22,254	21,383	21,661	22,781	138,538	128,698
Durable-goods stores, total.....	7,855	7,966	7,669	7,550	7,703	7,744	7,002	7,060	7,324	7,541	6,496	6,695	7,645	46,487	42,286
Nondurable-goods stores, total.....	15,045	15,351	15,136	15,315	15,649	15,555	14,771	14,875	14,942	14,713	14,887	14,966	15,136	92,051	86,412
Food group.....	5,192	5,338	5,301	5,400	5,405	5,480	5,202	5,261	5,234	5,250	5,229	5,258	5,409	32,116	30,434
Grocery stores.....	4,714	4,841	4,809	4,910	4,904	4,959	4,704	4,769	4,743	4,755	4,736	4,774	4,913	29,137	27,484
Eating and drinking places.....	1,704	1,720	1,699	1,741	1,767	1,751	1,623	1,642	1,633	1,600	1,637	1,609	1,653	10,382	9,568
General merchandise group ²	2,832	2,848	2,801	2,781	2,913	2,806	2,620	2,686	2,734	2,591	2,664	2,738	2,762	16,981	15,285
Department stores.....	1,715	1,712	1,666	1,676	1,753	1,668	1,533	1,580	1,630	1,516	1,568	1,580	1,600	10,190	9,012
Variety stores.....	439	456	454	432	472	466	427	443	439	427	429	466	442	2,719	2,490
Mail order houses (department store miss.)..	193	196	208	197	210	205	200	192	205	192	198	191	196	1,209	1,148
Apparel group ²	1,327	1,335	1,261	1,253	1,326	1,301	1,322	1,316	1,363	1,285	1,301	1,310	1,300	7,803	7,658
Men's, boys' wear stores ³	258	265	253	254	263	252	244	257	269	261	259	261	257	1,545	1,445
Women's apparel, accessory stores ⁴	531	531	513	499	519	519	522	509	519	504	512	517	518	3,112	3,007
Shoe stores.....	223	219	210	205	224	219	218	217	224	206	210	229	226	1,300	1,320
Furniture and appliances group.....	1,103	1,081	1,094	1,086	1,085	1,115	1,108	1,107	1,094	1,067	1,088	1,098	1,113	6,564	6,463
Furniture, home furnishings stores.....	748	715	720	706	720	745	735	709	719	679	703	701	702	4,354	4,224
Household appliance, TV, radio stores.....	355	366	374	380	365	370	373	398	375	388	385	397	411	2,210	2,239
Lumber, building, hardware, farm equipment group ⁵	1,377	1,352	1,303	1,337	1,434	1,396	1,339	1,294	1,273	1,285	1,273	1,256	1,310	8,199	7,860
Lumber yards, building materials dealers ⁵	805	756	746	738	791	817	754	732	711	729	741	721	742	4,653	4,462
Hardware stores.....	245	235	224	230	239	231	227	222	227	237	242	261	262	1,404	1,308
Automotive group.....	4,709	4,855	4,592	4,455	4,538	4,560	3,885	3,989	4,259	4,531	3,495	3,685	4,588	27,709	24,044
Passenger car, other automotive dealers.....	4,470	4,608	4,352	4,204	4,279	4,319	3,645	3,755	4,025	4,301	3,265	3,428	4,344	26,232	22,955
Tire, battery, accessory dealers.....	239	247	240	251	259	241	240	234	234	230	230	257	244	1,477	1,449
Gasoline service stations.....	1,749	1,798	1,774	1,798	1,818	1,819	1,683	1,701	1,690	1,695	1,722	1,738	1,755	10,256	9,935
Drug and proprietary stores.....	734	745	748	760	749	761	721	726	722	734	739	724	731	4,497	4,185
Liquor stores.....	499	515	504	512	525	513	503	495	494	499	503	509	508	3,068	2,929

Note: Sampling variabilities for unadjusted data shown in table 13, page 14.

¹ Preliminary estimates, see Explanatory Material, page 21.² U.S. and group totals include kinds of business not shown separately.³ Includes men's, boys' clothing, furnishings stores and custom tailors.⁴ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵ Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶ Includes both franchised and nonfranchised car dealers.

Table 2.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	June 1965 from--		6 mos. 1965 from 6 mos. 1964		June 1965 from--		6 mos. 1965 from 6 mos. 1964
	June 1964	May 1965			June 1964	May 1965	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+7	0	+7	Furniture and appliance group.....	+1	+7	+1
Durable-goods stores, total.....	+9	+3	+10	Furniture stores.....	+3	+8	+4
Nondurable-goods stores, total.....	+6	-2	+6	Floor coverings stores*.....	-3	+4	0
Food group.....	+6	-1	+5	Household appliance, TV, radio stores.....	-2	+7	-2
Grocery stores.....	+6	-1	+5	Household appliance stores.....	0	+8	-1
Meat markets.....	+5	+3	-3	TV, radio stores*.....	-8	+6	-7
Fruit stores, vegetable markets*.....	+6	+9	-6	Lumber, building, hardware, farm equip. group....	+3	+1	+4
Candy, nut, confectionery stores*.....	+33	+2	+18	Lumber, building materials dealers.....	+6	+9	+4
Bakery products stores.....	+3	+3	+1	Lumber yards.....	+6	+12	+2
Delicatessen stores*.....	-8	-4	-2	Paint, glass, wallpaper stores*.....	+13	+4	+7
Eating and drinking places.....	+8	+2	+8	Heating and plumbing equipment dealers*.....	-30	0	-21
Eating places.....	+10	+3	+11	Hardware stores.....	+1	-5	+6
Restaurants, cafeterias, lunchrooms.....	+9	+2	+10	Farm equipment dealers*.....	0	-6	+2
Drinking places.....	+4	0	+2	Automotive group.....	+15	+1	+15
General merchandise group.....	+8	-2	+10	Passenger car dealers.....	+15	+1	+15
Department stores and dry goods, general merchandise stores.....	+9	-1	+12	Passenger car dealers (franchised).....	+16	+1	+16
Department stores.....	+9	-2	+12	Tire, battery, accessory dealers.....	0	+1	+2
Variety stores.....	+9	-2	+9	Gasoline service stations.....	+8	+2	+8
Mail order houses (department store merchandise).....	+5	-5	+5	Fuel, fuel oil dealers*.....	+15	-3	+10
Apparel group.....	-1	-4	+2	Fuel dealers, except fuel oil*.....	+1	-4	+6
Men's, boys' clothing, furnishings stores.....	+2	+4	+7	Fuel oil dealers*.....	+25	-3	+13
Men's, boys' clothing stores*.....	+3	+2	+7	Drug and proprietary stores.....	+6	0	+7
Men's, boys' furnishings stores*.....	0	+14	0	Drug stores.....	+5	0	+6
Women's ready-to-wear stores.....	+1	-9	+4	Liquor stores.....	+3	-4	+4
Family clothing stores.....	-5	-4	-2	Jewelry stores*.....	+2	+5	+8
Women's apparel, accessory, specialty stores*..	-2	-2	-2	Florists*.....	+16	-24	+12
Shoe stores.....	-1	-5	-1	Book stores*.....	(NA)	+19	(NA)
				Stationery stores*.....	-6	+2	-7
				Music stores*.....	+10	+3	+18
				Camera, photographic supply stores*.....	0	+12	-7
				Optical goods stores*.....	+21	+15	+13
				Typewriter stores*.....	-29	-9	-37
Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	June 1965 from--		6 mos. 1965 from 6 mos. 1964		June 1965 from--		6 mos. 1965 from 6 mos. 1964
	June 1964	May 1965			June 1964	May 1965	

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

NA Not available.

Table 3.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)																
Kind of business	1965						1964								Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May	June	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,699	4,368	4,972	5,594	5,507	5,446	5,107	5,169	5,202	5,133	5,637	5,451	7,734	30,586	28,865	
Durable-goods stores, total.....	322	311	374	419	437	459	450	457	444	438	436	452	560	2,322	2,245	
Nondurable-goods stores, total.....	4,377	4,057	4,598	5,175	5,070	4,987	4,657	4,712	4,758	4,695	5,201	4,999	7,174	28,264	26,620	
Food group.....	2,184	2,011	2,140	2,290	2,232	2,180	2,041	2,219	2,082	2,063	2,359	2,041	2,417	13,037	12,453	
Grocery stores.....	2,125	1,952	2,081	2,222	2,163	2,111	1,981	2,158	2,021	1,999	2,293	1,981	2,332	12,654	12,119	
Eating and drinking places.....	115	111	126	132	140	144	131	134	138	129	127	120	123	768	675	
General merchandise group.....	1,375	1,286	1,580	1,868	1,863	1,833	1,698	1,605	1,756	1,717	1,877	2,004	3,358	9,905	9,058	
Department stores and dry goods, general merchandise stores.....	1,016	904	1,134	1,353	1,357	1,339	1,232	1,155	1,261	1,243	1,360	1,426	2,377	7,103	6,497	
Department stores.....	887	793	994	1,175	1,184	1,165	1,075	1,003	1,089	1,079	1,182	1,247	2,089	6,198	5,672	
Variety stores.....	229	246	280	345	336	328	304	299	320	305	330	350	675	1,764	1,649	
Apparel group.....	263	225	290	406	349	338	335	292	329	341	361	367	626	1,871	1,829	
Men's, boys' wear stores.....	28	22	25	36	34	33	32	26	25	28	36	37	67	178	168	
Women's apparel, accessory stores.....	106	93	124	162	147	138	144	125	143	140	153	161	272	770	763	
Women's ready-to-wear stores.....	98	86	115	149	135	127	132	114	133	130	141	150	250	710	702	
Shoe stores.....	74	65	81	124	97	96	94	82	91	103	90	91	147	537	538	
Furniture and appliance group.....	86	84	102	104	108	114	105	103	104	108	111	117	146	598	557	
Tire, battery, accessory dealers.....	80	74	89	108	115	118	115	108	101	93	104	102	142	584	546	
Drug and proprietary stores.....	149	145	162	167	169	171	152	153	151	154	160	155	252	963	871	
Liquor stores.....	95	93	101	104	108	103	97	100	103	100	112	114	184	604	578	

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,367	5,439	5,397	5,470	5,619	5,563	5,240	5,311	5,366	5,296	5,309	5,382	5,440	32,855	30,836
Grocery stores.....	2,045	2,133	2,117	2,164	2,176	2,190	2,066	2,084	2,083	2,105	2,113	2,110	2,174	12,825	12,209
Eating and drinking places.....	124	127	128	134	137	138	127	126	130	125	123	122	122	788	687
General merchandise group.....	1,897	1,870	1,867	1,842	1,968	1,883	1,759	1,791	1,830	1,755	1,783	1,830	1,819	11,327	10,407
Department stores.....	1,223	1,180	1,164	1,163	1,238	1,171	1,087	1,124	1,154	1,093	1,113	1,147	1,145	7,139	6,468
Variety stores.....	336	344	343	325	359	351	324	329	328	327	325	344	330	2,058	1,928
Apparel group.....	355	347	333	346	352	351	349	351	369	337	341	349	353	2,084	2,039
Men's, boys' wear stores.....	33	34	30	36	35	33	32	33	33	33	33	32	32	201	190
Women's apparel, accessory stores ³	151	145	143	144	146	145	153	149	156	142	144	149	148	874	865
Shoe stores.....	94	92	89	93	96	96	91	96	103	92	90	100	100	560	559
Tire, battery, accessory dealers.....	105	106	102	107	109	103	100	96	100	97	100	106	103	632	588
Drug and proprietary stores.....	159	163	169	177	174	175	156	161	158	165	167	160	163	1,017	917

¹ Based on weekly sales figures converted to calendar month totals. June 1965 weekly sales (in millions of dollars) were as follows: For week ending June 5 = 493; June 12 = 496; June 19 = 507; June 26 = 490.

² Includes men's, boys' clothing; furnishings stores and custom tailors.

³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.--ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 4 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)																
Kind of business	1965							1964							Total 6 months	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total ²	5,735	5,391	6,099	6,794	6,694	6,624	6,109	6,157	6,230	6,186	6,766	6,566	9,280	37,337	34,425	
Food group.....	2,515	2,328	2,476	2,630	2,565	2,509	2,292	2,503	2,384	2,358	2,679	2,359	2,798	15,023	13,982	
Grocery stores.....	2,428	2,242	2,385	2,529	2,462	2,405	2,206	2,413	2,290	2,262	2,580	2,265	2,672	14,451	13,492	
Eating and drinking places.....	184	172	191	200	211	218	190	196	200	187	191	185	193	1,176	962	
General merchandise group ²	1,521	1,441	1,760	2,062	2,043	2,010	1,860	1,731	1,896	1,858	2,035	2,196	3,718	10,837	9,891	
Department stores and dry goods, general merchandise stores.....	1,142	1,034	1,287	1,515	1,510	1,492	1,328	1,267	1,385	1,370	1,503	1,585	2,687	7,980	7,242	
Department stores.....	981	894	1,115	1,301	1,302	1,284	1,190	1,085	1,182	1,180	1,296	1,367	2,299	6,877	6,237	
Drug and proprietary stores.....	183	178	195	198	205	206	182	185	187	188	193	187	304	1,165	1,024	

¹ Preliminary estimates, see Explanatory Material, page 21.

² U.S. and group totals include kinds of business not shown separately.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965						1964								Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1965 from Jan.-June 1964	June 1965 from--		
															June 1964	May 1965	
THE NORTHEASTERN STATES																	
TOTAL ²	5,276	4,955	5,513	5,953	5,986	6,006	5,671	5,508	5,435	5,362	5,673	5,581	7,337	+6	+6	0	
Durable-goods stores, total.....	1,498	1,457	1,722	1,838	1,894	1,930	1,775	1,605	1,587	1,498	1,553	1,578	1,964	+8	+9	+2	
Nondurable-goods stores, total...	3,778	3,498	3,791	4,115	4,092	4,076	3,896	3,903	3,848	3,864	4,120	4,003	5,373	+5	+5	0	
Food group.....	1,483	1,358	1,445	1,527	1,526	1,522	1,450	1,564	1,470	1,438	1,552	1,406	1,626	+4	+5	0	
Grocery stores.....	1,258	1,144	1,223	1,301	1,290	1,277	1,217	1,324	1,237	1,204	1,310	1,178	1,360	+5	+5	-1	
Eating and drinking places.....	447	432	482	509	553	571	528	542	541	500	500	464	495	+8	+8	+3	
GAP ³ , total.....	1,091	1,004	1,172	1,376	1,370	1,370	1,338	1,209	1,261	1,348	1,464	1,542	2,504	+4	+2	0	
General merchandise group.....	511	487	576	666	675	673	608	567	598	635	695	764	1,323	+14	+11	0	
Department stores.....	327	302	367	421	430	428	383	345	364	402	440	464	806	+16	+12	0	
Apparel group.....	351	293	344	448	413	400	430	343	367	419	443	440	741	-3	-7	-3	
Furniture and appliance group.....	229	224	252	262	282	297	300	299	296	294	326	338	440	-6	-1	+5	
Lumber, bldg., hdwe., farm equip. grp.														+10	+8	+1	
Gasoline service stations.....	304	289	312	327	344	351	327	342	338	314	317	307	312	+6	+7	+2	
Drug and proprietary stores.....	164	154	162	165	165	163	160	160	157	161	166	158	211	+7	+2	-1	
THE NORTH CENTRAL STATES																	
TOTAL ²	5,881	5,593	6,387	7,002	7,096	7,098	6,549	6,558	6,362	6,341	6,885	6,514	8,020	+8	+8	0	
Durable-goods stores, total.....	1,877	1,879	2,272	2,481	2,465	2,580	2,284	2,226	2,036	2,101	2,254	2,097	2,406	+12	+13	+5	
Nondurable-goods stores, total...	4,004	3,714	4,115	4,521	4,631	4,518	4,265	4,332	4,326	4,240	4,631	4,417	5,624	+6	+6	-2	
Food group.....	1,433	1,320	1,401	1,466	1,491	1,491	1,428	1,509	1,470	1,406	1,536	1,384	1,574	+3	+4	0	
Grocery stores.....	1,328	1,220	1,296	1,346	1,364	1,360	1,302	1,386	1,345	1,288	1,412	1,268	1,441	+3	+4	0	
Eating and drinking places.....	461	425	466	509	548	564	510	538	544	505	520	474	491	+8	+11	+3	
GAP ³ , total.....	1,195	1,086	1,321	1,532	1,478	1,451	1,393	1,343	1,424	1,438	1,576	1,646	2,554	+7	+4	-2	
General merchandise group.....	638	613	747	878	869	842	796	749	824	817	896	966	1,540	+9	+6	-3	
Department stores.....	382	353	436	522	525	511	476	434	480	487	532	555	916	+10	+7	-3	
Apparel group.....	293	231	282	372	330	311	298	286	299	325	357	358	600	+6	+4	-6	
Furniture and appliance group.....	264	242	292	282	279	298	299	308	301	296	323	322	414	+3	0	+7	
Lumber, bldg., hdwe., farm equip. grp.	330	308	401	519	577	602	571	557	514	555	580	463	473	+2	+5	+4	
Automotive group.....	1,144	1,186	1,430	1,528	1,453	1,506	1,250	1,207	1,059	1,061	1,176	1,126	1,256	+20	+20	+4	
Gasoline service stations.....	560	512	548	577	597	604	542	576	566	546	583	562	595	+10	+11	+1	
Drug and proprietary stores.....	217	207	215	216	216	219	205	213	212	214	227	213	299	+7	+7	+1	
THE SOUTH																	
TOTAL ²	5,704	5,511	6,098	6,558	6,666	6,519	5,994	6,013	5,919	5,687	6,038	5,748	7,458	+9	+9	-2	
Durable-goods stores, total.....	2,019	2,074	2,311	2,377	2,474	2,467	2,228	2,159	2,021	1,990	2,028	1,895	2,371	+11	+11	0	
Nondurable-goods stores, total...	3,685	3,437	3,787	4,181	4,192	4,052	3,766	3,865	3,898	3,697	4,010	3,853	5,087	+8	+8	-3	
Food group.....	1,399	1,308	1,386	1,448	1,481	1,467	1,352	1,456	1,403	1,341	1,469	1,343	1,535	+8	+9	-1	
Grocery stores.....	1,336	1,235	1,309	1,369	1,398	1,384	1,285	1,381	1,329	1,275	1,403	1,278	1,458	+8	+8	-1	
Eating and drinking places.....	355	323	354	381	397	392	359	381	381	353	354	336	357	+11	+9	-1	
GAP ³ , total.....	1,130	1,050	1,206	1,438	1,375	1,334	1,258	1,220	1,346	1,280	1,422	1,422	2,331	+9	+6	-3	
General merchandise group.....	550	528	634	752	719	686	633	613	680	631	714	748	1,280	+9	+8	-5	
Department stores.....	277	256	323	377	367	350	323	311	351	328	373	385	656	+11	+8	-5	
Apparel group.....	303	260	297	407	358	328	312	308	349	342	380	364	652	+6	+5	-8	
Furniture and appliance group.....	277	262	275	279	298	320	313	299	317	307	328	310	399	+10	+2	+7	
Lumber, bldg., hdwe., farm equip. grp.	293	296	323	411	433	409	418	387	338	352	370	329	329	+3	-2	+c→	
Automotive group.....	1,303	1,359	1,541	1,523	1,567	1,549	1,312	1,290	1,170	1,146	1,159	1,073	1,337	+14	+18	-1	
Gasoline service stations.....	498	460	508	528	551	567	538	543	538	496	511	501	531	+6	+5	+3	
Drug and proprietary stores.....	197	196	207	205	214	210	196	190	193	185	191	185	257	+9	+7	-2	
THE WEST																	
TOTAL ²	3,720	3,549	3,917	4,012	4,072	4,167	4,028	4,066	4,062	3,923	4,009	3,877	4,894	+5	+3	+2	
Durable-goods stores, total.....	1,271	1,254	1,404	1,365	1,392	1,455	1,432	1,409	1,367	1,304	1,298	1,243	1,460	+7	+2	+5	
Nondurable-goods stores, total...	2,449	2,295	2,513	2,647	2,680	2,712	2,596	2,657	2,695	2,619	2,711	2,634	3,434	+4	+4	+1	
Food group.....	927	868	926	940	943	933	884	955	940	914	971	884	1,027	+4	+6	-1	
Grocery stores.....	864	806	856	870	874	862	809	880	869	845	906	822	949	+5	+7	-1	
Eating and drinking places.....	296	273	293	300	320	327	314	335	339	313	314	294	315	+7	+4	+2	
GAP ³ , total.....	731	678	764	844	847	882	852	824	880	861	897	935	1,471	+3	+4	+4	
General merchandise group.....	395	370	434	483	481	492	454	451	489	467	496	543	905	+9	+8	+2	
Department stores.....														+12	+11	+2	
Apparel group.....	153	133	149	184	180	187	198	181	194	203	196	193	331	-3	-6	+4	
Furniture and appliance group.....														-3	+2	+c→	
Gasoline service stations.....	317	300	330	337	355	366	347	359	359	345	350	342	352	+7	+5	+3	
Drug and proprietary stores.....	138	135	147	150	154	155	144	144	146	141	140	133	199	+5	+8	+1	

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) States in geographic regions are shown on page 27.

¹ Preliminary estimates.

² Totals include data for kinds of business not shown separately.

³ Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges from 7.1 and 10.5 percent for dollar volume estimates and year-to-year percent change and between 3.1 and 4.5 for the percent change over 2 consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965						1964								Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1965 from	June 1965 from--		
														Jan.-June 1964	June 1964	May 1965	
New England Division, total ²	1,373	1,252	1,377	1,479	1,480	1,484	1,439	1,417	1,422	1,380	1,427	1,419	1,936	+8	+3	0	
Durable-goods stores.....	421	395	474	511	513	505	493	430	444	415	417	432	568	+7	+2	-2	
Nondurable-goods stores.....	952	857	903	968	967	979	946	987	978	965	1,010	987	1,368	+8	+3	+1	
Food group.....	368	327	343	355	366	374	362	403	382	364	386	349	405	+11	+3	+2	
GAF ³ , total.....	244	222	255	309	307	310	305	277	298	306	315	338	616	+6	+2	+1	
Gasoline service stations.....	81	75	84	87	91	92	90	95	91	88	86	80	82	+6	+2	+1	
Middle Atlantic Division, total ²	3,903	3,703	4,136	4,474	4,506	4,522	4,232	4,091	4,013	3,982	4,246	4,162	5,401	+6	+7	0	
Durable-goods stores.....	1,077	1,062	1,248	1,327	1,381	1,425	1,282	1,175	1,143	1,083	1,136	1,146	1,396	+9	+11	+3	
Nondurable-goods stores.....	2,826	2,641	2,888	3,147	3,125	3,097	2,950	2,916	2,870	2,899	3,110	3,016	4,005	+4	+5	-1	
Eating and drinking places.....	350	342	388	411	439	452	417	424	423	387	388	357	381	+7	+8	+3	
GAF ³ , total.....	847	782	917	1,067	1,063	1,060	1,033	932	963	1,042	1,149	1,204	1,888	+3	+3	0	
General merchandise group.....	397	377	445	513	521	514	462	430	452	493	546	599	1,003	+12	+11	-1	
Apparel group.....	269	230	274	354	328	320	348	272	284	324	351	345	565	-4	-8	-2	
Gasoline service stations.....	223	214	228	240	253	259	237	247	247	226	231	227	230	+6	+9	+2	
Drug and proprietary stores.....	116	111	119	122	121	119	116	114	111	118	122	114	146	+6	+3	-2	
East North Central Division, total ² ..	4,209	4,011	4,592	4,988	5,027	4,997	4,656	4,581	4,489	4,464	4,882	4,653	5,738	+7	+7	-1	
Durable-goods stores.....	1,292	1,295	1,586	1,701	1,686	1,744	1,579	1,479	1,370	1,424	1,562	1,455	1,656	+10	+10	+3	
Nondurable-goods stores.....	2,917	2,716	3,006	3,287	3,341	3,253	3,077	3,102	3,119	3,040	3,320	3,198	4,082	+6	+6	-3	
Food group.....	1,090	1,009	1,073	1,119	1,126	1,122	1,074	1,126	1,101	1,046	1,142	1,041	1,187	+3	+4	0	
Eating and drinking places.....	344	313	345	378	405	413	372	390	400	369	380	348	361	+10	+11	+2	
GAF ³ , total.....	876	799	985	1,128	1,088	1,065	1,019	965	1,031	1,050	1,148	1,208	1,880	+7	+5	-2	
General merchandise group.....	463	449	551	640	635	613	581	539	594	596	644	706	1,115	+8	+6	-3	
Apparel group.....	219	173	214	282	253	238	227	213	230	243	269	271	459	+6	+5	-6	
Gasoline service stations.....	369	346	363	378	388	396	352	379	379	364	394	375	392	+9	+13	+2	
Drug and proprietary stores.....	159	151	157	158	161	163	152	157	154	154	165	157	220	+7	+7	+1	
West North Central Division, total ² ..	1,672	1,582	1,795	2,014	2,069	2,101	1,893	1,977	1,873	1,877	2,003	1,861	2,292	+9	+11	+2	
Durable-goods stores.....	585	584	686	780	779	836	705	747	666	677	692	642	750	+17	+19	+7	
Nondurable-goods stores.....	1,087	998	1,109	1,234	1,290	1,265	1,188	1,230	1,207	1,200	1,311	1,219	1,542	+5	+6	-2	
Food group.....	343	311	328	347	365	369	354	383	369	360	394	343	387	+2	+4	+1	
GAF ³ , total.....	319	287	336	404	390	386	374	378	393	388	428	438	674	+7	+3	-1	
General merchandise group.....	175	164	196	238	234	229	215	210	230	221	252	260	425	+10	+7	-2	
Gasoline service stations.....	191	166	185	199	209	208	190	197	187	182	189	187	203	+12	+9	0	
South Atlantic Division, total ²	2,826	2,700	2,968	3,202	3,301	3,200	2,938	2,919	2,936	2,786	2,974	2,871	3,794	+10	+9	-3	
Durable-goods stores.....	949	959	1,056	1,101	1,179	1,175	1,066	1,003	977	948	973	911	1,143	+10	+10	0	
Nondurable-goods stores.....	1,877	1,741	1,912	2,101	2,122	2,025	1,872	1,916	1,959	1,838	2,001	1,960	2,651	+9	+8	-5	
Eating and drinking places.....	193	177	192	204	210	204	189	208	213	195	193	182	199	+13	+8	-3	
GAF ³ , total.....	590	559	642	748	719	698	641	607	680	660	737	754	1,254	+12	+9	-3	
General merchandise group.....	290	284	341	396	383	362	330	311	346	323	364	397	690	+12	+10	-5	
Apparel group.....	159	138	157	206	181	170	157	150	180	177	192	191	352	+10	+8	-6	
Gasoline service stations.....	238	216	238	252	259	264	248	256	258	236	251	242	255	+7	+6	+2	
Drug and proprietary stores.....	101	98	103	100	106	105	97	94	97	91	94	93	131	+12	+8	-1	
East South Central Division, total ² ..	1,048	1,010	1,120	1,260	1,292	1,242	1,144	1,129	1,117	1,103	1,161	1,093	1,372	+7	+9	-4	
Nondurable-goods stores.....	671	628	690	790	802	775	703	713	724	712	772	716	921	+7	+10	-3	
Food group.....	274	254	272	287	304	304	264	279	274	266	298	269	300	+12	+15	0	
GAF ³ , total.....	201	190	217	277	261	248	235	225	243	231	257	245	410	+5	+6	-5	
General merchandise group.....	106	99	119	148	139	132	123	118	126	121	139	134	232	+7	+7	-5	
Gasoline service stations.....	94	89	97	102	108	110	109	112	116	111	109	102	105	0	+1	+2	
West South Central Division, total ² ..	1,830	1,801	2,010	2,096	2,073	2,077	1,912	1,965	1,866	1,798	1,903	1,784	2,292	+8	+9	0	
Durable-goods stores.....	1,137	1,068	1,185	1,290	1,268	1,252	1,191	1,225	1,215	1,147	1,237	1,177	1,515	+5	+5	-1	
Nondurable-goods stores.....	433	417	449	461	459	456	439	475	453	435	460	414	469	+4	+4	-1	
Food group.....	107	97	108	118	125	128	118	121	114	108	111	106	107	+9	+8	+2	
Eating and drinking places.....	339	301	347	413	395	388	382	388	423	389	428	423	667	+5	+2	-2	
GAF ³ , total.....	154	145	174	208	197	192	180	184	208	187	211	217	358	+5	+7	-3	
General merchandise group.....	771	717	853	881	892	926	901	907	918	848	879	827	1,026	+6	+3	+4	
Nondurable-goods stores.....	511	473	542	575	578	592	575	603	610	570	583	562	721	+3	+3	+2	
Food group.....	134	123	141	166	168	170	164	163	177	160	169	173	276	+3	+6	-3	
GAF ³ , total.....	70	63	76	89	91	92	89	87	98	84	90	95	167	+2	+4	+1	
General merchandise group.....	2,949	2,832	3,064	3,131	3,180	3,241	3,127	3,159	3,144	3,075	3,130	3,050	3,868	+5	+4	+2	
Durable-goods stores.....	1,011	1,010	1,093	1,059	1,078	1,121	1,106	1,105	1,059	1,026	1,002	978	1,155	+6	+1	+4	
Nondurable-goods stores.....	1,938	1,822	1,971	2,072	2,102	2,120	2,021	2,054	2,085	2,049	2,128	2,072	2,713	+5	+5	+1	
Food group.....	727	681	723	737	736	732	694	751	741	721	756	686	799	+5	+5	-1	
Eating and drinking places.....	248	229	240	242	257	263	249	263	269	248	254	263	262	+7	+6	+2	
GAF ³ , total.....	597	555	623	678	679	712	688	661	703	701	728	762	1,195	+4	+3	+5	
General merchandise group.....	325	307	358	394	390	400	365	364	391	383	406	448	738	+11	+10	+3	
Gasoline service stations.....	229	219	232	238	252	255	239	242	239	234	249	246	251	+6	+7	+1	

Note: Estimates are based on a sample. (See sampling variabilities in table 17.) States in geographic divisions are shown on page 27.

¹ Preliminary estimates.² Totals include data for kinds of business not shown separately.³ Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State and kind of business	1965						1964							Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1965 from Jan.-June 1964	June 1965 from June 1964
California, total.....	2,295	2,202	2,328	2,373	2,405	2,444	2,389	2,375	2,336	2,300	2,355	2,344	2,999	+4	+2
Nondurable-goods stores.....	1,476	1,380	1,477	1,551	1,581	1,597	1,540	1,537	1,542	1,514	1,606	1,569	2,116	+4	+4
GAF ²	471	446	490	536	530	551	562	515	544	535	558	596	979	+4	-2
Florida, total.....	703	674	720	721	703	675	609	590	577	581	646	614	855	+13	+11
Nondurable-goods stores.....	483	447	484	499	473	458	400	404	403	380	425	430	605	+14	+15
Illinois, total.....	1,222	1,164	1,373	1,498	1,482	1,456	1,394	1,316	1,295	1,292	1,391	1,399	1,713	+6	+4
Nondurable-goods stores.....	905	845	972	1,061	1,063	1,030	1,002	949	962	947	1,014	1,017	1,294	+4	+3
GAF ²	284	265	341	384	370	359	360	308	341	344	381	419	623	+6	0
Indiana, total.....	543	540	623	678	678	678	608	590	566	575	626	572	692	+8	+12
Massachusetts, total.....	666	620	690	736	726	724	675	630	623	621	643	663	888	+9	+7
Nondurable-goods stores.....	450	415	442	474	474	475	442	431	434	436	473	467	620	+9	+7
Michigan, total.....	950	874	998	1,055	1,082	1,086	991	1,004	974	991	1,091	1,043	1,292	+9	+10
Nondurable-goods stores.....	602	539	591	642	675	660	605	619	625	624	680	653	850	+9	+9
Minnesota, total.....	338	338	375	423	465	479	446	437	411	387	429	396	471	+8	+7
Missouri, total.....	502	478	541	608	611	614	546	562	555	561	591	549	682	+13	+12
New Jersey, total.....	775	768	850	887	903	925	851	820	789	773	814	809	1,037	+8	+9
Nondurable-goods stores.....	511	498	550	591	590	591	566	564	545	551	572	556	715	+5	+4
New York, total.....	1,930	1,806	2,015	2,190	2,182	2,177	2,114	2,045	2,033	2,027	2,132	2,043	2,631	+2	+3
Nondurable-goods stores.....	1,475	1,364	1,488	1,624	1,609	1,597	1,541	1,522	1,500	1,512	1,616	1,545	2,044	+3	+4
GAF ²	432	401	469	543	546	550	557	496	516	547	601	605	937	-1	-1
North Carolina, total.....	407	381	435	496	542	515	440	476	474	442	447	412	540	+14	+17
Ohio, total.....	1,064	1,026	1,164	1,267	1,276	1,254	1,155	1,153	1,161	1,145	1,280	1,172	1,441	+8	+9
Nondurable-goods stores.....	712	672	729	802	804	770	735	740	765	760	832	781	993	+7	+5
Pennsylvania, total.....	1,198	1,129	1,271	1,397	1,421	1,420	1,267	1,226	1,191	1,182	1,300	1,310	1,733	+10	+12
Nondurable-goods stores.....	840	779	850	932	926	909	843	830	825	836	922	915	1,246	+7	+8
GAF ²	266	236	283	336	321	312	290	265	279	303	349	384	622	+9	+8
Texas, total.....	1,122	1,114	1,240	1,278	1,269	1,286	1,161	1,200	1,141	1,101	1,150	1,055	1,378	+10	+11
Nondurable-goods stores.....	703	658	726	798	788	780	750	773	758	721	760	717	935	+5	+4
Wisconsin, total.....	430	407	434	490	509	523	508	518	493	461	494	467	600	+3	+3

Note: Estimates are based on a sample. (See sampling variabilities in table 18.)

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - June 1965 from May 1965			State	Percent change - June 1965 from May 1965			State	Percent change - June 1965 from May 1965		
	Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores
California.....	+2	+1	+4	Michigan.....	0	-2	-2	North Carolina.....	-5	-5	-5
Florida.....	-4	-3	0	Minnesota.....	+3	+1	+3	Ohio.....	-2	-4	-2
Illinois.....	-2	-3	-3	Missouri.....	0	-1	-2	Pennsylvania.....	0	-2	-3
Indiana.....	0	-2	-4	New Jersey.....	+2	0	+1	Texas.....	+1	-1	-1
Massachusetts.....	0	0	+3	New York.....	0	-1	+1	Wisconsin.....	+3	+2	+5

Note: Sampling variabilities are shown in table 18.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 9.--PERCENT CHANGE IN SALES OF ALL RETAIL AND GAF STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, June 1965 from May 1965			Statistical areas	Percent change, June 1965 from May 1965		
	Total	Nondurable	GAF ¹		Total	Nondurable	GAF ¹
Standard Consolidated Areas ²				Detroit, Mich.....	-2	-3	-4
Chicago, Ill.-Northwestern Indiana.....	-2	-2	-4	Houston, Texas.....	+1	-3	-2
New York-Northeastern N.J.....	0	-1	+1	Kansas City, Mo.-Kansas.....	-1	-3	-4
Standard Metropolitan Statistical Areas				Los Angeles-Long Beach, Calif.....	+1	+1	+3
Baltimore, Md.....	+2	-3	0	Minneapolis-St. Paul, Minn.....	0	-2	+4
Boston, Mass.....	-1	+1	+1	Newark, N.J.....	+3	-2	0
Cleveland, Ohio.....	-1	-3	+3	New York, N.Y.....	-1	-1	+1
Chicago, Ill.....	-2	-2	-4	Paterson-Clifton-Passaic, N.J.....	+4	+5	-2
Cincinnati, Ohio.....	+3	-1	+2	Philadelphia, Pa.-N.J.....	-2	-3	-3
Dallas, Texas.....	+2	0	-2	Pittsburgh, Pa.....	+2	-1	-1
				St. Louis, Mo.-Ill.....	0	+1	-1
				San Francisco-Oakland, Calif.....	0	-2	0
				Seattle, Wash.....	+6	+3	+14
				Washington, D.C.-Md.-Va.....	-1	-1	-3

Note: Sampling variabilities are shown in table 19, page 16.

¹ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 10.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Millions of dollars. Data are not adjusted for seasonal variations																
Area	1965							1964							Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-June 1965 from Jan.-June 1964	June 1965 from June 1964	
Standard Consolidated Areas ²																
Chicago, Ill.-Northwestern Ind., total.....	887	848	996	1,061	1,039	1,023	958	895	888	894	962	988	1,253	+8	+7	
Nondurable-goods stores.....	673	634	728	789	771	754	717	666	686	688	732	756	983	+6	+5	
GAF ³	231	221	280	319	309	297	298	252	280	286	319	346	508	+6	0	
New York-Northeastern N.J., total..	1,806	1,691	1,859	1,967	1,986	1,992	1,905	1,790	1,751	1,779	1,884	1,847	2,384	+4	+5	
Nondurable-goods stores.....	1,327	1,232	1,339	1,444	1,446	1,437	1,406	1,341	1,301	1,339	1,431	1,375	1,824	+3	+2	
GAF ³	419	389	447	511	523	527	527	464	462	517	562	565	852	+1	0	
Standard Metropolitan Statistical Areas ²																
Chicago, Ill., total.....	815	777	911	972	950	932	889	822	816	821	873	907	1,155	+6	+5	
Nondurable-goods stores.....	618	582	675	732	714	697	671	617	635	640	674	697	909	+4	+4	
GAF ³	219	209	266	300	292	280	281	237	265	268	295	328	481	+5	0	
Detroit, Mich., total.....	499	452	515	542	555	546	468	457	453	498	569	541	674	+14	+17	
GAF ³	100	89	110	129	128	123	105	102	109	122	128	136	221	+18	+17	
Los Angeles-Long Beach, Calif., total.	1,057	976	1,034	1,051	1,061	1,067	1,063	1,070	1,060	1,058	1,073	1,092	1,414	+2	0	
Nondurable-goods stores.....	679	614	661	701	704	709	687	690	696	691	725	721	966	+2	+3	
GAF ³	233	216	233	253	249	257	276	266	282	274	286	303	473	-3	-7	
New York, N.Y., total.....	1,275	1,173	1,292	1,377	1,374	1,364	1,326	1,262	1,243	1,274	1,348	1,306	1,689	+2	+3	
Nondurable-goods stores.....	987	911	993	1,071	1,067	1,055	1,034	990	961	991	1,067	1,021	1,357	+3	+2	
GAF ³	317	290	332	381	389	393	394	346	348	388	420	419	628	-1	0	
Philadelphia, Pa., total.....	488	476	541	577	580	569	524	496	481	496	538	536	722	+5	+9	
Nondurable-goods stores.....	340	342	379	401	392	380	369	345	331	351	391	380	535	0	+3	
GAF ³	107	99	137	147	144	140	129	113	115	134	146	161	257	+11	+9	

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.)

¹ Preliminary estimates.

² Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMSA includes Orange County, California.

³ Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 11.--PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES
(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	June 1965 from--		6 months 1965 from 6 months 1964		June 1965 from--		6 months 1965 from 6 months 1964
	June 1964	May 1965			June 1964	May 1965	
STANDARD METROPOLITAN STATISTICAL AREA				NEW YORK-NORTHEASTERN NEW JERSEY ¹			
Akron, Ohio.....	+2	-6	+4	New York City.....	+2	+2	(NA)
Asheville, N.C.....	+4	-11	+6	Newark, N.J.....	0	-3	-1
Atlanta, Ga.....	-1	-12	+7	Norfolk-Portsmouth, Va.....	-13	-12	-2
Augusta, Ga.....	-3	-14	+5	Oklahoma City, Okla.....	+5	+2	+5
Baltimore, Md.....	+6	-3	+5	Omaha, Nebr.....	+1	-8	+1
Baton Rouge, La.....	+9	-2	+7	Peoria, Ill.....	-2	-5	+1
Binghamton, N.Y.....	+2	-7	+3	Philadelphia, Pa.....	0	-12	+3
Birmingham, Ala.....	-5	+1	-1	Pittsburgh, Pa.....	+2	+1	+3
Boston, Mass.....	+4	-2	+3	Portland, Oreg.....	+2	+2	+4
Buffalo, N.Y.....	0	-2	+5	Reading, Pa.....	+1	-8	+4
Canton, Ohio.....	-4	-16	+3	Richmond, Va.....	+3	-10	+5
Chattanooga, Tenn.....	+3	-8	+8	Rochester, N.Y.....	+7	-1	+7
Chicago, Ill.....	+6	-3	+5	Sacramento, Calif.....	-5	-2	-2
Cincinnati, Ohio.....	+2	-6	+2	St. Louis, Mo.....	-5	-6	-3
Cleveland, Ohio.....	+1	-2	+2	Salt Lake City, Utah.....	+3	+3	+3
Columbus, Ohio.....	+8	0	+6	San Antonio, Tex.....	-1	-8	+1
Corpus Christi, Texas.....	-4	-13	+2	San Diego, Calif.....	-1	+12	+2
Dallas, Texas.....	+6	-3	+4	San Francisco, Calif.....	-4	-10	+4
Denver, Colo.....	+1	-1	-1	Savannah, Ga.....	+4	+3	+5
Des Moines, Iowa.....	+10	+1	+6	Seattle, Wash.....	-4	-2	-1
Detroit, Mich.....	+14	-1	+15	Shreveport, La.....	(NA)	(NA)	(NA)
El Paso, Texas.....	+2	0	+2	South Bend, Ind.....	+5	+8	+6
Erie, Pa.....	+2	-7	+6	Spokane, Wash.....	+3	-7	+3
Flint, Mich.....	+11	-7	+16	Springfield, Mo.....	(NA)	(NA)	(NA)
Fort Wayne, Ind.....	+6	+2	+6	Springfield, Ohio.....	+14	+6	+11
Grand Rapids, Mich.....	+5	+1	+1	Syracuse, N.Y.....	+9	-3	+11
Houston, Texas.....	+9	-4	+8	Tacoma, Wash.....	-4	-4	+1
Indianapolis, Ind.....	+1	-7	+1	Tampa-St. Petersburg, Fla.....	+6	-2	+6
Jacksonville, Fla.....	-8	-13	+1	Toledo, Ohio.....	+6	-5	+6
Kansas City, Mo.....	+1	-5	+1	Trenton, N.J.....	+10	-1	+8
Knoxville, Tenn.....	-2	-20	+4	Tulsa, Okla.....	-1	-4	-2
Lancaster, Pa.....	+1	-23	+5	Waco, Texas.....	+2	-7	+6
Lexington, Ky.....	-1	-3	+3	Washington, D.C.....	(NA)	(NA)	(NA)
Los Angeles-Long Beach, Calif.....	+2	+5	+3	Wheeling, W.Va.....	-2	0	-4
Louisville, Ky.....	0	-6	+6	Wichita, Kans.....	+7	-1	+6
Macon, Ga.....	-17	-17	-6	Worcester, Mass.....	+4	-4	+6
Memphis, Tenn.....	-6	-12	-3	Youngstown, Ohio.....			
Miami, Fla.....	+3	+8	+3	CITIES			
Milwaukee, Wis.....	+2	-2	+3	Bridgeport, Conn.....	-10	+12	-15
Mobile, Ala.....	-6	-14	-1	Bristol, Tenn.-Va.....	-2	-8	+4
New Orleans, La.....	+7	-7	+8	Duluth, Minn.-Superior, Wis.....	+4	+1	+1
				Minneapolis, Minn.....	+6	+5	+4
				Oakland-Berkely, Calif.....	-1	+3	0
				Portsmouth, Ohio.....	+3	-8	+4
				Rome, Ga.....	-7	-15	+5
				St. Paul, Minn.....	+6	+3	+6
				San Francisco, Calif.....	-7	-2	+4

Note: Data are furnished by Federal Reserve Banks and subject to revision.
NA Not available.

¹ The breakdown shown does not include all portions of the area.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)																
Kind of business	1965						1964								Percent change, June 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1964	May 1965	
	Data NOT ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE																
United States, total ²	16,401	15,848	15,747	16,048	16,509	16,717	15,296	15,463	15,519	15,689	15,729	15,813	16,929	+9	+1	
Durable-goods stores, total.....	6,627	6,474	6,430	6,520	6,732	6,939	6,647	6,691	6,724	6,833	6,799	6,646	6,885	+4	+3	
Nondurable-goods stores, total.....	9,774	9,374	9,317	9,528	9,777	9,778	8,649	8,772	8,795	8,856	8,930	9,167	10,044	+13	0	
Food group.....	352	341	346	340	347	347	338	351	365	368	355	340	361	+3	0	
Grocery stores.....	287	281	289	283	292	292	291	297	299	308	296	284	302	0	0	
Eating and drinking places.....	130	125	120	114	111	119	91	78	81	79	96	104	129	+31	+7	
General merchandise group ²	6,294	5,969	5,855	5,905	6,051	6,095	5,239	5,459	5,521	5,593	5,640	5,812	6,478	+16	+1	
Department stores and dry goods, general merchandise stores.....	5,063	4,760	4,658	4,675	4,831	4,839	4,190	4,365	4,414	4,470	4,506	4,604	5,216	+15	0	
Department stores.....	4,503	4,224	4,131	4,132	4,274	4,276	3,728	3,862	3,908	3,962	4,002	4,077	4,638	+15	0	
Mail order houses (department store mds.)..	1,014	997	997	1,009	994	1,003	865	890	911	910	930	967	1,027	+16	+1	
Apparel group.....	1,206	1,102	1,086	1,116	1,098	1,073	994	1,000	1,007	1,044	1,083	1,110	1,325	+8	-2	
Women's ready-to-wear stores.....	508	481	502	527	512	493	438	419	422	442	464	470	575	+13	-4	
Furniture and appliance group.....	2,520	2,441	2,355	2,284	2,339	2,376	2,111	2,202	2,251	2,312	2,323	2,316	2,523	+13	+2	
Furniture, home furnishings stores.....	1,900	1,828	1,780	1,744	1,738	1,816	1,595	1,696	1,760	1,781	1,783	1,778	1,896	+14	+2	
Furniture stores.....	1,705	1,643	1,606	1,577	1,625	1,654	1,434	1,546	1,606	1,615	1,601	1,595	1,708	+15	+2	
Household appliance, TV, radio stores.....	620	613	575	540	551	560	516	506	491	531	540	538	627	+9	+2	
Household appliance dealers.....	538	534	502	473	488	497	452	446	431	438	452	460	539	+10	+2	
Lumber, building, hardware, farm equip. group.	1,631	1,621	1,627	1,758	1,868	1,950	1,968	1,965	1,940	1,948	1,984	1,824	1,684	-1	+4	
Lumber yards, building materials dealers ² ...	1,155	1,137	1,138	1,225	1,334	1,387	1,356	1,356	1,355	1,365	1,392	1,301	1,180	+2	+4	
Lumber yards.....	824	825	811	854	941	996	963	965	960	965	985	910	829	+3	+6	
Automotive group.....	1,493	1,458	1,487	1,553	1,605	1,681	1,610	1,590	1,614	1,630	1,539	1,563	1,602	+4	+5	
Passenger car dealers ³	1,012	966	981	1,024	1,038	1,090	1,005	985	1,031	1,052	992	1,015	1,044	+8	+5	
Passenger car dealers (franchised).....	939	895	920	947	965	1,016	930	912	956	980	919	936	972	+9	+5	
Tire, battery, accessory dealers.....	430	445	465	482	521	547	571	552	528	517	497	503	510	-4	+5	
Gasoline service stations.....	441	447	467	472	493	504	470	460	461	458	460	460	443	+7	+2	
Other retail stores.....	2,334	2,344	2,404	2,506	2,597	2,572	2,475	2,358	2,279	2,257	2,249	2,284	2,383	+4	-1	
CHARGE ACCOUNTS																
United States, total ²	7,703	7,466	7,435	7,723	7,996	8,052	7,594	7,535	7,502	7,555	7,584	7,611	8,025	+6	+1	
Durable-goods stores, total.....	3,500	3,453	3,421	3,552	3,740	3,864	3,657	3,670	3,653	3,720	3,706	3,617	3,644	+6	+3	
Nondurable-goods stores, total.....	4,203	4,013	4,014	4,171	4,256	4,188	3,937	3,865	3,849	3,835	3,878	3,994	4,381	+6	-2	
Food group.....	343	331	337	332	334	333	325	337	353	356	344	331	353	+2	0	
General merchandise group ²	1,130	991	935	936	969	941	928	965	956	951	972	1,015	1,240	+1	-3	
Department stores and dry goods, general merchandise stores.....	1,044	907	849	849	864	833	824	848	846	838	867	909	1,145	+1	-4	
Department stores.....	896	772	718	710	727	694	708	718	717	697	732	764	983	-2	-5	
Apparel group.....	867	787	773	807	769	747	705	702	714	748	780	810	972	+6	-3	
Furniture and appliance group.....	828	810	770	739	765	776	669	716	729	767	784	788	854	+16	+1	
Furniture, home furnishings stores.....	607	591	572	564	589	594	508	556	579	615	621	617	625	+17	+1	
Lumber, building, hardware, farm equip. group.	1,465	1,466	1,461	1,584	1,700	1,773	1,775	1,770	1,751	1,741	1,785	1,652	1,516	0	+4	
Lumber yards, building materials dealers ² ...	1,106	1,089	1,080	1,165	1,268	1,317	1,308	1,297	1,289	1,290	1,320	1,250	1,130	+1	+4	
Lumber yards.....	793	794	779	824	910	961	936	932	921	919	942	884	801	+3	+6	
Automotive group.....	915	888	896	940	975	1,009	915	891	893	921	864	880	928	+10	+3	
Passenger car dealers (franchised).....	666	633	646	670	684	713	637	613	624	652	612	642	685	+12	+4	
Gasoline service stations.....	429	439	458	463	484	494	457	449	451	449	450	451	433	+8	+2	
INSTALLMENT ACCOUNTS																
United States, total ²	8,698	8,382	8,312	8,325	8,513	8,665	7,702	7,928	8,017	8,134	8,145	8,202	8,904	+13	+2	
Durable-goods stores, total.....	3,127	3,021	3,009	2,968	2,992	3,075	2,990	3,021	3,071	3,113	3,093	3,029	3,241	+3	+3	
Nondurable-goods stores, total.....	5,571	5,361	5,303	5,357	5,521	5,590	4,712	4,907	4,946	5,021	5,052	5,173	5,663	+19	+1	
General merchandise group.....	5,164	4,978	4,920	4,969	5,082	5,154	4,311	4,494	4,565	4,642	4,668	4,797	5,238	+20	+1	
Department stores and dry goods, general merchandise stores.....	4,019	3,853	3,809	3,826	3,967	4,006	3,366	3,517	3,568	3,632	3,639	3,695	4,071	+19	+1	
Department stores.....	3,607	3,452	3,413	3,422	3,547	3,582	3,020	3,144	3,191	3,265	3,270	3,313	3,655	+19	+1	
Apparel group.....	339	315	313	309	329	326	289	298	293	296	303	300	353	+13	-1	
Furniture and appliance group.....	1,692	1,631	1,585	1,545	1,574	1,600	1,442	1,486	1,522	1,545	1,539	1,528	1,669	+11	+2	
Furniture, home furnishings stores.....	1,293	1,237	1,208	1,180	1,199	1,222	1,087	1,140	1,181	1,166	1,162	1,161	1,271	+12	+2	
Household appliance, TV, radio stores.....	399	394	377	365	375	378	355	345	341	379	377	367	399	+6	+1	
Lumber, building, hardware, farm equip. group.	166	155	166	174	168	177	193	195	189	207	199	172	168	-8	+5	
Automotive group.....	578	570	591	613	630	672	695	699	721	709	675	683	674	-3	+7	
Tire, battery, accessory dealers.....	243	248	264	267	284	304	344	339	325	319	303	314	322	-12	+7	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² U.S. and group totals include kinds of business not shown separately.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

⁴ Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

Kind of business	(Millions of dollars)														Percent change, June 1965 from--	
	1965						1964									
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1964	May 1965	
Data ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total ²	16,038	16,381	16,249	16,272	16,469	16,693	15,270	15,596	15,626	15,854	15,767	15,731	15,798	+9	+1	
Durable-goods stores, total.....	6,823	6,907	6,784	6,734	6,745	6,830	6,542	6,511	6,501	6,678	6,607	6,528	6,696	+4	+1	
Nondurable-goods stores, total.....	9,215	9,474	9,465	9,538	9,724	9,863	8,728	9,085	9,125	9,176	9,160	9,203	9,102	+13	+1	
Food group.....	357	351	353	355	353	350	341	349	349	355	348	342	350	+3	-1	
General merchandise group ³	5,797	6,025	6,002	6,026	6,143	6,267	5,384	5,666	5,743	5,764	5,772	5,794	5,727	+16	+2	
Department stores.....	4,085	4,273	4,250	4,220	4,359	4,359	3,800	4,015	4,074	4,105	4,099	4,100	4,088	+15	0	
Mail order houses (department store mdse.)..	978	1,021	1,018	1,033	994	1,031	887	922	931	920	930	934	945	+16	+4	
Apparel group.....	1,102	1,111	1,084	1,109	1,136	1,117	1,040	1,118	1,112	1,086	1,086	1,099	1,090	+7	-2	
Women's ready-to-wear stores.....	477	491	483	503	515	516	461	481	476	460	466	466	479	+12	0	
Furniture and appliance group.....	2,461	2,443	2,404	2,338	2,331	2,380	2,117	2,266	2,281	2,340	2,321	2,300	2,365	+12	+2	
Furniture, home furnishings stores.....	1,841	1,829	1,817	1,789	1,785	1,833	1,612	1,754	1,782	1,787	1,780	1,769	1,776	+14	+3	
Furniture stores.....	1,630	1,640	1,627	1,622	1,617	1,656	1,440	1,592	1,611	1,633	1,620	1,618	1,602	+15	+2	
Household appliance, TV, radio stores.....	620	614	587	549	546	547	505	512	499	553	541	531	589	+8	0	
Household appliance dealers.....	541	536	505	488	484	484	441	441	438	456	457	454	509	+10	0	
Lumber, building, hardware, farm equipment group.....	1,841	1,870	1,832	1,837	1,861	1,901	1,914	1,806	1,749	1,789	1,805	1,757	1,780	-1	+2	
Lumber yards, building materials dealers ³ ...	1,283	1,301	1,307	1,285	1,341	1,388	1,355	1,267	1,227	1,256	1,255	1,207	1,225	+2	+4	
Lumber yards.....	923	944	946	895	941	969	937	886	863	886	900	859	865	+3	+3	
Automotive group.....	1,546	1,568	1,554	1,571	1,583	1,629	1,559	1,521	1,590	1,641	1,501	1,538	1,566	+4	+3	
Passenger car dealers (franchised).....	965	962	955	941	952	1,004	916	881	959	1,002	885	919	942	+10	+5	
Tire, battery, accessory dealers.....	453	480	494	513	520	513	536	513	504	500	498	497	504	-4	-1	
Gasoline service stations.....	455	476	475	472	481	485	452	453	450	458	448	448	467	+7	+1	
CHARGE ACCOUNTS																
United States, total ²	7,776	7,874	7,794	7,782	7,850	8,010	7,555	7,576	7,492	7,593	7,464	7,462	7,555	+6	+2	
Durable-goods stores, total.....	3,739	3,837	3,735	3,677	3,714	3,788	3,582	3,529	3,466	3,577	3,454	3,468	3,615	+6	+2	
Nondurable-goods stores, total.....	4,037	4,037	4,059	4,105	4,136	4,222	3,973	4,047	4,026	4,016	4,010	3,994	3,940	+6	+2	
General merchandise group.....	1,007	977	982	986	978	986	972	1,052	1,047	1,003	1,023	997	973	+1	+1	
Department stores.....	779	760	764	763	740	741	754	793	792	746	773	747	739	-2	0	
Apparel group.....	790	802	775	801	807	790	748	799	806	778	779	783	769	+6	-2	
Furniture and appliance group.....	814	824	805	749	768	773	670	754	748	785	766	767	772	+15	+1	
Furniture, home furnishings stores.....	597	609	603	566	584	599	512	587	590	610	603	605	577	+17	+3	
Lumber, building, hardware, farm equipment group.....	1,670	1,717	1,677	1,666	1,680	1,728	1,727	1,625	1,570	1,590	1,599	1,578	1,603	0	+3	
Lumber yards, building materials dealers ³ ...	1,240	1,260	1,253	1,228	1,276	1,316	1,303	1,208	1,161	1,181	1,184	1,154	1,175	+1	+3	
Lumber yards.....	898	919	919	871	911	930	906	853	823	839	854	830	839	+3	+2	
Automotive group.....	936	948	937	950	949	982	891	865	891	938	827	864	916	+10	+3	
Passenger car dealers (franchised).....	670	666	668	660	669	705	628	605	630	676	592	630	675	+12	+5	
Gasoline service stations.....	444	465	466	462	472	475	440	443	438	449	437	440	457	+8	+1	
INSTALLMENT ACCOUNTS																
United States, total ²	8,262	8,507	8,455	8,490	8,619	8,683	7,715	8,020	8,134	8,261	8,303	8,269	8,243	+13	+1	
Durable-goods stores, total.....	3,084	3,070	3,049	3,057	3,031	3,042	2,960	2,982	3,035	3,101	3,153	3,060	3,081	+3	0	
Nondurable-goods stores, total.....	5,178	5,437	5,406	5,433	5,588	5,641	4,755	5,038	5,099	5,160	5,150	5,209	5,162	+19	+1	
General merchandise group.....	4,790	5,049	5,020	5,040	5,165	5,281	4,412	4,614	4,696	4,761	4,749	4,797	4,753	+20	+2	
Department stores.....	3,306	3,512	3,486	3,457	3,619	3,618	3,047	3,221	3,283	3,359	3,327	3,353	3,347	+19	0	
Apparel group.....	312	308	309	308	329	327	292	319	306	308	307	316	321	+12	-1	
Furniture and appliance group.....	1,647	1,619	1,599	1,589	1,563	1,607	1,450	1,512	1,533	1,559	1,561	1,535	1,585	+11	+3	
Furniture, home furnishings stores.....	1,244	1,220	1,214	1,223	1,201	1,234	1,100	1,167	1,192	1,177	1,177	1,164	1,199	+12	+3	
Household appliance, TV, radio stores.....	403	399	385	366	362	373	350	345	341	382	384	371	386	+7	+3	
Automotive group.....	610	620	617	621	634	647	668	656	699	703	674	674	650	-3	+2	
Tire, battery, accessory dealers.....	250	259	279	281	299	287	325	319	306	307	316	312	314	-12	-3	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling visibilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² U.S. and group totals include kinds of business not shown separately.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 13.—ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES:
UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965						1964								Percent change, June 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May	June ¹	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1964	May 1965	
TOTAL ACCOUNTS RECEIVABLE	Data NOT ADJUSTED for seasonal variations and holiday differences															
United States, total.....	6,362	6,146	6,081	6,130	6,302	6,401	5,624	5,624	5,667	5,782	5,881	6,021	6,651	+14	+2	
Durable-goods stores, total.....	1,197	1,195	1,211	1,231	1,248	1,279	1,262	1,257	1,257	1,286	1,302	1,278	1,290	+1	+2	
Nondurable-goods stores, total.....	5,165	4,951	4,870	4,899	5,054	5,122	4,362	4,367	4,410	4,496	4,579	4,743	5,361	+17	+1	
General merchandise group.....	4,649	4,461	4,389	4,424	4,562	4,635	3,925	3,930	3,982	4,051	4,114	4,273	4,823	+18	+2	
Department stores and dry goods, general merchandise stores.....	3,845	3,676	3,619	3,638	3,788	3,821	3,229	3,240	3,290	3,352	3,402	3,510	3,994	+18	+1	
Department stores.....	3,451	3,299	3,248	3,257	3,400	3,428	2,899	2,908	2,948	3,007	3,052	3,142	3,585	+18	+1	
Apparel group.....	315	291	279	287	291	285	257	260	247	251	272	278	337	+11	-2	
Furniture and appliance group.....	397	395	388	386	387	396	358	364	368	377	382	381	392	+11	+2	
Tire, battery, accessory dealers.....	274	276	285	305	314	330	338	345	336	337	335	337	341	-2	+5	
CHARGE ACCOUNTS																
United States, total.....	1,073	998	968	972	1,017	1,010	1,012	991	972	981	1,022	1,021	1,163	0	-1	
Durable-goods stores, total.....	298	291	277	299	310	319	336	338	335	344	346	335	313	-5	+3	
Nondurable-goods stores, total.....	775	707	691	673	707	691	676	653	637	637	676	686	850	+2	-2	
General merchandise group.....	432	378	362	351	380	370	391	368	350	339	365	373	497	-5	-3	
Department stores and dry goods, general merchandise stores.....	394	343	324	317	331	320	335	314	301	292	317	328	455	-4	-3	
Department stores.....	367	318	300	289	304	291	306	285	271	267	293	303	424	-5	-4	
Apparel group.....	155	142	139	144	143	138	124	125	122	120	132	134	166	+11	-3	
Furniture and appliance group.....	47	47	40	41	40	41	41	42	40	45	47	43	44	0	+2	
INSTALLMENT ACCOUNTS																
United States, total.....	5,289	5,148	5,113	5,158	5,285	5,391	4,612	4,633	4,695	4,801	4,859	5,000	5,488	+17	+2	
Durable-goods stores, total.....	899	904	934	932	938	960	926	919	922	942	956	943	977	+4	+2	
Nondurable-goods stores, total.....	4,390	4,244	4,179	4,226	4,347	4,431	3,686	3,714	3,773	3,859	3,903	4,057	4,511	+20	+2	
General merchandise group.....	4,217	4,083	4,027	4,073	4,182	4,265	3,534	3,562	3,632	3,712	3,749	3,900	4,326	+21	+2	
Department stores and dry goods, general merchandise stores.....	3,451	3,333	3,295	3,321	3,457	3,501	2,894	2,926	2,989	3,060	3,085	3,182	3,539	+21	+1	
Department stores.....	3,084	2,981	2,948	2,968	3,096	3,137	2,593	2,623	2,677	2,740	2,759	2,839	3,161	+21	+1	
Apparel group.....	160	149	140	143	148	147	133	135	125	131	140	144	171	+11	-1	
Furniture and appliance group.....	350	348	348	345	347	355	317	322	328	332	335	338	348	+12	+2	
TOTAL ACCOUNTS RECEIVABLE	Data ADJUSTED for seasonal variations and holiday differences															
United States, total.....	5,926	6,236	6,233	6,267	6,402	6,513	5,713	5,799	5,798	5,889	5,970	5,995	6,026	+14	+2	
Durable-goods stores, total.....	1,205	1,242	1,250	1,268	1,268	1,278	1,260	1,238	1,219	1,254	1,290	1,257	1,258	+1	+1	
Nondurable-goods stores, total.....	4,721	4,994	4,983	4,999	5,134	5,235	4,453	4,561	4,579	4,635	4,680	4,738	4,768	+18	+2	
General merchandise group.....	4,237	4,433	4,507	4,526	4,648	4,754	4,022	4,105	4,126	4,165	4,199	4,264	4,295	+18	+2	
Department stores.....	3,110	3,332	3,324	3,313	3,477	3,518	2,972	3,033	3,054	3,105	3,122	3,167	3,198	+18	+1	
Apparel group.....	286	287	277	285	297	289	261	283	273	271	282	284	274	+11	-3	
Furniture and appliance group.....	394	362	387	391	391	403	363	365	372	382	381	378	374	+11	+3	
Tire, battery, accessory dealers.....	285	291	305	320	319	315	322	323	318	322	343	337	333	-2	-1	
CHARGE ACCOUNTS																
United States, total.....	1,015	1,027	1,012	1,020	1,028	1,024	1,027	1,036	1,000	994	1,022	997	1,013	0	0	
Durable-goods stores, total.....	325	333	302	311	316	315	331	324	311	321	316	316	316	-5	0	
Nondurable-goods stores, total.....	690	694	710	709	712	709	696	712	689	673	706	681	697	+2	0	
General merchandise group.....	368	366	385	387	389	389	412	418	386	354	382	364	382	-6	0	
Department stores.....	309	306	319	321	311	314	330	327	303	284	308	295	315	-5	+1	
Apparel group.....	140	140	139	143	146	139	125	132	139	131	136	140	132	+11	-5	
Furniture and appliance group.....	51	46	41	40	42	41	41	40	41	46	45	43	41	0	-2	
INSTALLMENT ACCOUNTS																
United States, total.....	4,911	5,209	5,221	5,247	5,374	5,489	4,686	4,763	4,798	4,895	4,948	4,998	5,013	+17	+2	
Durable-goods stores, total.....	880	909	948	957	952	963	929	914	908	933	974	941	942	+4	+1	
Nondurable-goods stores, total.....	4,031	4,300	4,273	4,290	4,422	4,526	3,757	3,849	3,890	3,962	3,974	4,057	4,071	+20	+2	
General merchandise group.....	3,869	4,133	4,122	4,139	4,259	4,365	3,610	3,687	3,740	3,811	3,818	3,900	3,911	+21	+2	
Department stores.....	2,801	3,026	3,005	2,992	3,166	3,204	2,643	2,707	2,751	2,822	2,815	2,871	2,881	+21	+1	
Apparel group.....	146	147	138	142	151	150	136	151	134	140	146	144	142	+10	-1	
Furniture and appliance group.....	343	316	346	351	349	362	322	325	331	336	336	335	333	+12	+4	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(Z)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(Z) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbola Used for the Estimated Sampling Variability Ranges in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

Percent change over 2 consecutive months²

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	B	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	B	a	b	a	a	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(1)	A	B	(1)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	-	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(1)	A	A	(1)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	-	A	A	A	A	B	A	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(3)	a
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(1)	a	a	(1)	a	b	a	a
Eating and drinking places.....	a	a	b	b	b	c	b	b	a
GAF, total.....	-	a	a	a	a	b	a	a	b
General merchandise group.....	b	a	a	a	a	b	a	a	a
Apparel group.....	b	a	a	b	b	a	a	c	b
Gasoline service stations.....	b	a	a	b	a	a	c	b	a
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(1) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (2) More than 10.5 percent. (3) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	B	B	B	a	a	a
Indiana.....	B	-	C	B	B	C	b	c	c
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	-	B	B	B	a	a	a
Minnesota.....	B	C	-	B	C	B	a	a	a
Missouri.....	B	-	-	B	B	B	a	a	a
New Jersey.....	B	B	-	B	B	B	a	a	a
New York.....	B	A	A	A	A	A	a	a	a
North Carolina.....	B	C	-	B	C	B	a	b	b
Ohio.....	B	B	C	B	B	C	a	a	a
Pennsylvania.....	B	A	A	A	A	A	a	a	a
Texas.....	B	B	-	B	B	B	a	a	b
Wisconsin.....	B	C	-	B	C	B	a	a	b

Table 19.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

Area	Percent change over 2 consecutive months			Area	Percent change over 2 consecutive months		
	Total	Nondurable	GAF		Total	Nondurable	GAF
Standard Consolidated Areas				Detroit, Mich.....	b	a	b
Chicago, Ill.-Northwestern Ind.....	a	a	b	Houston, Tex.....	a	a	b
New York-Northeastern N.J.....	a	a	a	Kansas City, Mo.-Kans.....	b	a	a
Standard Metropolitan Statistical Areas				Los Angeles-Long Beach, Calif.....	a	a	b
Baltimore, Md.....	b	a	b	Minneapolis-St. Paul, Minn.....	a	a	a
Boston, Mass.....	a	b	b	Newark, N.J.....	b	a	b
Buffalo, N.Y.....	a	b	b	New York, N.Y.....	a	a	a
Chicago, Ill.....	a	a	b	Paterson-Clifton-Passaic, N.J.....	b	b	a
Cleveland, Ohio.....	a	a	a	Philadelphia, Pa.-N.J.....	b	a	b
Dallas, Tex.....	a	a	b	Pittsburgh, Pa.....	b	a	a
				St. Louis, Mo.-Ill.....	b	a	b
				San Francisco-Oakland, Calif.....	a	a	a
				Seattle, Wash.....	b	a	a
				Washington, D.C.-Md.-Va.....	a	a	a

Table 20.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates			Percent change from same month a year ago		
	Total	Nondurable	GAF	Total	Nondurable	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B	B	B
New York-Northeastern New Jersey.....	B	A	B	B	A	B
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	B	B	B	B	B
Detroit, Mich.....	B	C	B	B	C	B
Los Angeles-Long Beach, Calif.....	B	A	B	B	A	B
New York, N.Y.....	B	A	B	B	A	B
Philadelphia, Pa.-N.J.....	B	B	B	B	B	B

Table 21.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.3	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(2) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	ALL STORES												GROUP II STORES											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	84.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3	101.5	91.0	97.4	99.5	100.4	98.5	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	108.7	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	87.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.5	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	93.4	95.9	93.7	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

(NA) Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLES OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JULY 1964-JUNE 1965

Kind of business	1964						1965					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total ^r	99.4	99.6	99.1	100.0	100.7	106.9	101.9	96.7	96.8	98.7	100.3	100.2
Durable-goods stores, total.....	102.8	103.5	102.4	103.1	101.9	102.7	97.1	93.8	94.8	96.8	99.8	101.6
Nondurable-goods stores, total ^r	96.5	96.3	96.4	97.4	99.6	110.4	105.9	99.0	98.5	100.1	100.8	99.1
Food group.....	100.6	104.5	103.8	102.1	99.3	103.0	98.7	97.0	98.1	95.8	98.2	99.1
General merchandise group ^r	96.2	96.0	96.9	97.7	100.4	113.8	108.7	99.2	97.4	97.8	98.5	97.7
Department stores ^r	95.9	95.6	96.3	97.4	99.6	114.8	110.5	99.1	97.0	97.5	98.1	97.7
Mail order houses (department store merchandise) ^r	96.5	97.9	98.9	100.0	103.5	108.7	103.7	97.7	97.9	97.7	100.0	97.3
Apparel group.....	89.5	90.6	96.1	99.8	101.1	121.8	109.5	99.2	100.2	100.7	96.6	95.9
Women's ready-to-wear stores.....	87.2	88.7	96.0	99.6	100.8	120.1	106.6	98.2	103.9	104.8	99.5	95.5
Furniture and appliance group.....	97.2	98.7	98.7	99.8	100.5	107.0	102.6	100.2	98.3	97.4	100.2	99.8
Furniture, home furnishings stores.....	96.8	98.8	99.7	100.0	100.4	106.8	103.2	100.1	98.1	97.5	100.1	99.1
Furniture stores.....	97.1	99.7	98.9	98.8	98.6	106.6	104.6	100.2	98.7	97.2	100.5	99.9
Household appliance, TV, radio stores.....	98.8	98.3	96.0	99.9	101.4	106.5	100.0	99.9	97.9	98.3	101.0	102.3
Household appliance dealers.....	101.2	98.5	96.0	98.9	101.4	105.8	99.4	99.7	99.4	96.9	100.8	102.6
Lumber, building, hardware, farm equipment group.....	108.8	110.9	108.9	109.9	103.8	94.6	88.6	86.7	88.8	95.7	100.4	102.6
Lumber yards, building materials dealers.....	107.0	110.4	108.7	110.9	107.8	96.3	90.0	87.4	87.1	95.3	99.5	99.9
Lumber yards.....	108.9	111.3	108.9	109.4	105.9	95.8	89.3	87.4	85.7	95.4	100.0	102.8
Automotive group.....	104.6	101.4	99.4	102.6	101.7	102.3	96.5	92.9	95.7	98.8	101.2	103.2
Passenger car dealers (franchised).....	103.5	99.7	97.8	103.8	101.9	103.2	97.3	93.0	96.3	100.6	101.4	101.2
Tire, battery, accessory dealers.....	107.7	104.7	103.3	99.7	101.2	101.2	95.0	92.8	94.2	94.0	100.2	106.7
Gasoline service stations.....	101.6	102.5	99.9	102.7	102.6	94.9	96.9	94.0	98.4	100.1	102.6	104.0
CHARGE ACCOUNTS												
United States, total.....	99.6	100.3	99.6	101.8	102.1	106.2	99.0	94.9	95.4	99.2	101.8	100.6
Durable-goods stores, total.....	104.0	105.4	104.0	107.3	104.3	100.8	93.6	90.0	91.6	96.6	100.7	102.0
Nondurable-goods stores, total.....	95.5	95.6	95.5	96.7	100.0	111.2	104.1	99.4	98.9	101.6	102.9	99.2
General merchandise group.....	91.7	91.3	94.8	95.0	101.8	127.5	112.3	101.4	95.2	94.9	99.1	95.4
Department stores.....	90.5	90.5	93.4	94.7	102.3	133.1	115.1	101.6	94.0	93.0	98.3	93.7
Apparel group.....	87.9	88.6	96.1	100.1	103.5	126.4	109.8	98.1	99.7	100.8	95.3	94.5
Furniture and appliance group.....	94.9	97.5	97.7	102.3	102.7	110.6	102.1	98.8	96.6	97.8	99.4	100.2
Furniture, home furnishings stores.....	94.7	98.1	100.9	102.9	101.9	108.4	101.7	97.1	94.8	99.7	100.8	99.2
Lumber, building, hardware, farm equipment group.....	108.9	111.5	109.5	111.6	104.7	94.6	87.7	85.4	87.1	95.1	101.2	102.6
Lumber yards, building materials dealers.....	107.4	111.0	109.2	111.5	108.3	96.2	89.2	86.4	86.2	94.9	99.4	100.1
Lumber yards.....	109.2	111.9	109.5	110.3	106.5	95.5	88.3	86.4	84.8	94.6	99.9	103.3
Automotive group.....	103.0	100.2	98.2	104.5	101.9	101.3	97.8	93.7	95.6	98.9	102.7	102.7
Passenger car dealers (franchised).....	101.3	99.1	96.4	103.4	101.9	101.5	99.4	95.0	96.7	101.5	102.3	101.2
Gasoline service stations.....	101.4	103.0	99.9	103.0	102.6	94.7	96.7	94.4	98.2	100.2	102.5	104.0
INSTALLMENT ACCOUNTS												
United States, total ^r	99.0	98.8	98.6	98.1	99.2	107.8	105.0	98.5	98.4	98.0	98.8	100.0
Durable-goods stores, total.....	101.3	101.2	100.4	98.1	99.0	105.2	101.4	98.4	98.7	97.1	98.7	101.1
Nondurable-goods stores, total ^r	97.4	97.0	97.3	98.1	99.3	109.7	107.6	98.6	98.1	98.6	98.8	99.1
General merchandise group ^r	97.4	97.2	97.5	98.3	100.0	110.2	107.8	98.6	98.0	98.6	98.4	97.6
Department stores ^r	97.6	97.2	97.2	98.3	98.8	109.2	109.1	98.3	97.9	99.0	98.0	99.0
Apparel group.....	93.5	95.7	96.2	98.8	94.9	109.8	108.8	102.2	101.4	100.3	99.9	99.6
Furniture and appliance group.....	98.2	99.3	99.1	98.7	99.6	105.4	102.7	100.8	99.1	97.2	100.6	99.5
Furniture, home furnishings stores.....	97.7	99.1	99.1	98.7	99.7	106.0	103.9	101.4	99.5	96.5	99.8	99.0
Household appliance, TV, radio stores.....	100.0	99.9	99.1	98.7	99.0	103.3	98.9	98.7	98.0	99.7	103.6	101.4
Automotive group.....	106.6	103.1	100.9	100.1	101.3	103.7	94.7	92.0	95.8	98.7	99.3	103.9
Tire, battery, accessory dealers.....	106.4	106.2	104.0	95.8	100.7	102.7	97.2	95.7	94.6	95.0	96.2	105.8
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total ^r	97.1	97.9	98.4	98.7	100.5	110.3	107.0	98.5	97.5	97.7	98.5	98.3
Durable-goods stores, total.....	101.6	103.2	102.7	101.3	101.7	102.5	99.4	96.2	96.6	97.0	98.4	100.2
Nondurable-goods stores, total ^r	95.6	96.2	97.0	97.7	100.1	112.8	109.5	99.2	97.7	97.9	98.5	97.8
General merchandise group ^r	95.6	96.3	97.2	97.9	100.3	112.9	109.9	99.3	97.3	97.5	98.1	97.4
Department stores ^r	95.6	96.3	96.7	97.6	99.4	113.1	111.3	99.2	97.6	98.0	97.8	97.2
Apparel group.....	92.0	90.7	92.7	96.3	97.9	122.5	110.0	101.1	100.7	100.6	98.0	98.4
Furniture and appliance group.....	99.8	98.9	98.6	100.0	100.7	104.7	100.9	100.2	100.3	98.7	98.8	98.4
Tire, battery, accessory dealers.....	106.9	105.8	104.6	97.6	100.1	102.3	96.1	94.7	93.5	95.4	98.3	104.9
CHARGE ACCOUNTS												
United States, total.....	95.9	97.6	98.9	100.3	102.5	114.3	105.5	97.0	95.4	95.3	98.8	98.7
Durable-goods stores, total.....	104.3	107.8	107.3	109.6	105.9	99.1	91.8	87.5	91.7	96.1	98.0	101.3
Nondurable-goods stores, total.....	91.7	92.5	94.7	95.7	100.8	122.0	112.3	101.8	97.3	94.9	99.3	97.4
General merchandise group.....	88.0	90.7	95.7	95.6	102.5	130.0	117.5	103.3	94.0	90.8	97.6	95.0
Department stores.....	87.2	89.4	94.1	95.2	102.6	134.8	118.9	103.9	94.1	90.1	97.7	92.7
Apparel group.....	94.9	87.7	91.4	96.7	95.7	125.3	110.6	101.1	99.7	100.5	98.2	99.1
Furniture and appliance group.....	105.0	98.1	97.7	103.8	99.7	107.2	92.9	101.4	97.2	102.1	94.8	100.1
INSTALLMENT ACCOUNTS												
United States, total ^r	97.4	98.0	98.2	98.2	100.0	109.2	107.4	98.9	98.0	98.2	98.4	98.3
Durable-goods stores, total.....	100.5	101.5	101.0	98.2	100.2	103.7	102.2	99.4	98.5	97.4	98.5	99.7
Nondurable-goods stores, total ^r	96.5	97.0	97.4	98.2	100.0	110.8	108.9	98.7	97.8	98.5	98.3	97.9
General merchandise group ^r	96.6	97.1	97.4	98.2	100.0	110.6	109.0	98.8	97.7	98.4	98.2	97.7
Department stores ^r	96.9	97.3	97.1	98.0	98.9	109.7	110.1	98.5	98.1	99.2	97.8	97.9
Apparel group.....	89.4	93.5	93.8	95.9	99.8	120.0	109.4	101.1	101.6	100.8	97.8	97.7
Furniture and appliance group.....	99.1	99.0	98.8	99.6	100.8	104.4	101.9	110.0	100.7	98.3	99.3	98.2

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

^r Revised data: July 1964 through June 1965.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	T	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run				
									CI	I	C	MCD	
ALL STORES													
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30	
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92	
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16	
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06	
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30	
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70	
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71	
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53	
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03	
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19	
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86	
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26	
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24	
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52	
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41	
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86	
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67	
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68	
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71	
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83	
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07	
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14	
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70	
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64	
Drug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58	
Liquor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06	
GROUP II STORES													
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02	
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06	
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41	
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86	
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27	
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67	
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68	
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32	
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52	
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93	
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00	
Drug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75	

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

T is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

S is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

CI is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

I is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

C is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

I/C is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.86 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and 4.67 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1½ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliances dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
TOTAL ACCOUNTS RECEIVABLE												
Group II Stores												
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.85
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.71
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u>	<u>East North Central Division</u>	<u>South Atlantic Division</u>	<u>Mountain Division</u>
Maine	Ohio	Delaware	Montana
New Hampshire	Indiana	Maryland	Idaho
Vermont	Illinois	District of Columbia	Wyoming
Massachusetts	Michigan	Virginia	Colorado
Rhode Island	Wisconsin	West Virginia	New Mexico
Connecticut		North Carolina	Arizona
	<u>West North Central Division</u>	South Carolina	Utah
<u>Middle Atlantic Division</u>	Minnesota	Georgia	Nevada
New York	Iowa	Florida	
New Jersey	Missouri	<u>East South Central Division</u>	<u>Pacific Division</u>
Pennsylvania	North Dakota	Kentucky	Washington
	South Dakota	Tennessee	Oregon
	Nebraska	Alabama	California
	Kansas	Mississippi	Alaska
		<u>West South Central Division</u>	Hawaii
		Arkansas	
		Louisiana	
		Oklahoma	
		Texas	

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Paterson-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNITED STATES
GOVERNMENT PRINTING C
DIVISION OF PUBLIC DOCUM
WASHINGTON, D.C. 20

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

E AND FEES PAID
ENT PRINTING OFFICE



For release
September 10, 1965

BR-65-7

SALES AND ACCOUNTS RECEIVABLE OF RETAIL STORES, BY KIND OF BUSINESS JULY 1965

SALES United States
Regions and Geographic Divisions
Selected Large States and Standard Metropolitan Statistical Areas

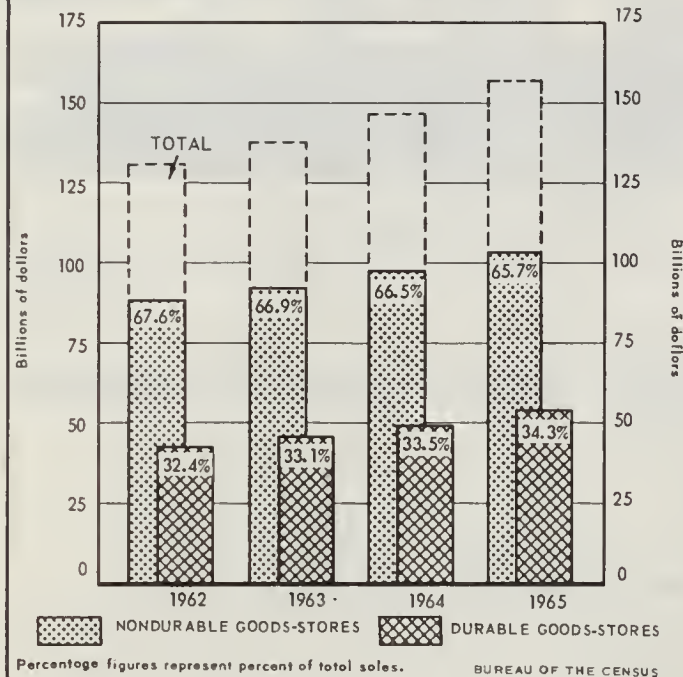
ACCOUNTS RECEIVABLE United States
Charge Account Balances
Installment Account Balances

PERCENT CHANGE IN SALES BY GEOGRAPHIC DIVISION: FIRST 7 MONTHS 1965 FROM 1964
(Based on data not adjusted for seasonal variations and trading day differences)



SALES OF ALL RETAIL STORES— FIRST 7 MONTHS 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

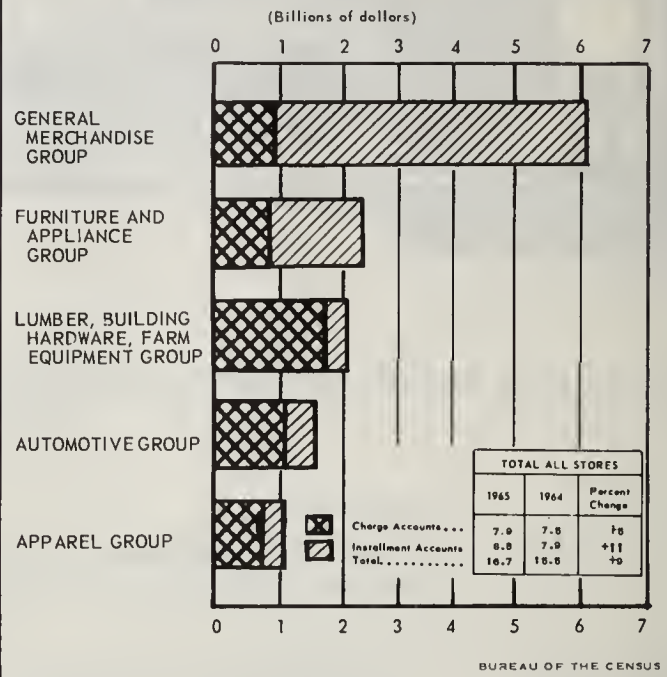
Total sales of all retail stores in the United States during July 1965 were estimated at \$24.2 billion, 1 percent above sales estimated for June 1965 and 9 percent above July 1964. After adjustment for seasonal variations and trading day differences but not for price changes, July 1965 sales amounted to \$23.8 billion, up 2 percent from June 1965 and 8 percent higher than July a year ago. July 1965 adjusted sales of durable-goods stores increased 3 percent from June 1965 and 13 percent from July 1964. Adjusted sales of nondurable-goods stores increased 1 percent from the previous month and 6 percent from July 1964.

Based on adjusted data in the durable-goods store category, the automotive group showed an increase of 4 percent from June 1965. Sales of the furniture and appliance group were up about 2 percent from the previous month while the lumber, building, hardware, and farm equipment group sales were virtually unchanged. In the nondurable-goods category, eating and drinking places had a 5 percent gain in sales from June 1965, the apparel group was up 4 percent and the general merchandise group sales increased 3 percent. The food group showed slightly higher sales than in June.

In a comparison of sales with July a year ago, adjusted sales increased for all major kind-of-business groups. In the durable-goods category the increases were led by the automotive group, up 19 percent; followed by the lumber, building, hardware, and farm equipment group, up 8 percent; and the furniture and

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—JULY 1965

[Not adjusted for seasonal variations and holiday differences]



appliance group, up 2 percent. In the nondurable-goods category the year-to-year sales increases were: eating and drinking places, up 12 percent; the general merchandise group, up 8 percent; the food group, up 5 percent; and the apparel group, up 3 percent.

Based on unadjusted data, the 4 regions of the United States had total sales of all retail stores for July 1965 and comparisons with the same month a year ago, as follows: the Northeastern States--\$6.0 billion, up 9 percent; the North Central States--\$7.1 billion, up 9 percent; the South--\$6.8 billion, up 12 percent; and the West--\$4.3 billion, up 5 percent.

For the 5 largest standard metropolitan statistical areas, the total unadjusted retail sales for all stores for July 1965, and comparisons with July 1964, were: New York--\$1.3 billion, up 4 percent; Los Angeles-Long Beach--\$1.1 billion, virtually unchanged; Chicago, Ill.--\$0.9 billion, up 11 percent; Detroit--\$0.5 billion, up 15 percent; Philadelphia--\$0.5 billion, up 10 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16.7 billion in total accounts receivable balances owed by customers as of July 31, 1965. After adjustment for seasonal variations but not for price changes, total receivable balances were 1 percent above the June 1965 level and 8 percent above July 1964. Compared with July 1964, adjusted installment account balances increased 11 percent and adjusted charge account balances increased 5 percent.

MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES
FOR THE UNITED STATES

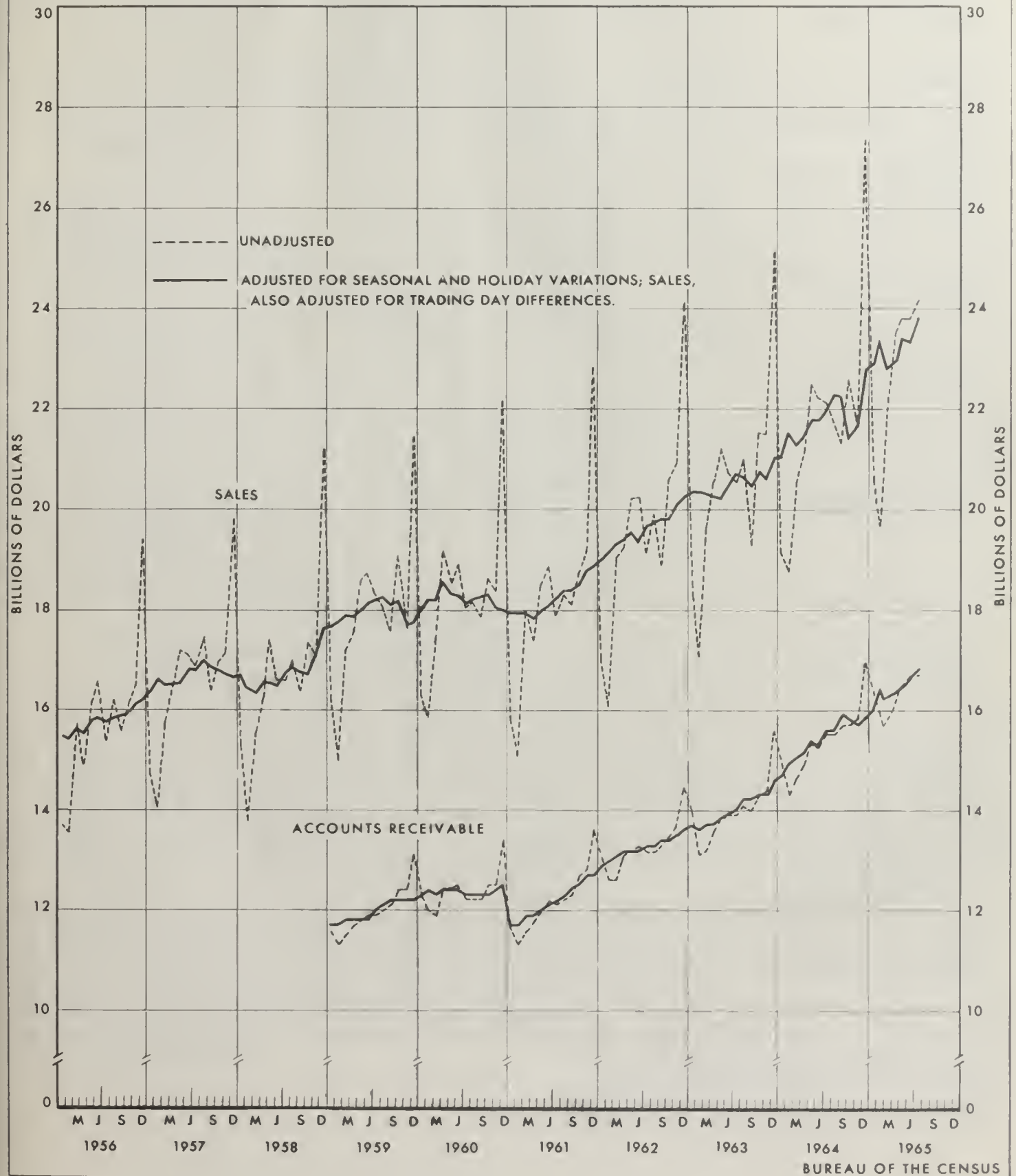


Table 1.—ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965							1964							Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total ²	20,581	19,608	21,915	23,525	23,820	23,825	24,156	22,145	21,778	21,313	22,605	21,720	27,719	157,430	146,495	
Durable-goods stores, total.....	6,665	6,664	7,709	8,061	8,225	8,451	8,196	7,399	7,011	6,893	7,133	6,813	8,201	53,971	49,065	
Nondurable-goods stores, total.....	13,916	12,944	14,206	15,464	15,595	15,374	15,960	14,746	14,767	14,420	15,472	14,907	19,518	103,459	97,430	
Food group ³	5,242	4,854	5,158	5,381	5,441	5,422	5,936	5,484	5,283	5,099	5,528	5,017	5,762	37,434	35,502	
Grocery stores.....	4,786	4,405	4,684	4,886	4,926	4,902	5,387	4,971	4,780	4,612	5,031	4,546	5,208	33,976	32,096	
Meat markets.....	121	115	121	125	129	132	138	125	123	117	128	113	130	881	889	
Bakery products stores.....	95	90	97	96	92	94	91	88	94	92	99	96	106	655	647	
Eating and drinking places.....	1,559	1,453	1,595	1,699	1,818	1,852	2,028	1,796	1,805	1,671	1,688	1,568	1,658	12,004	11,011	
Eating places.....	1,114	1,036	1,152	1,233	1,330	1,367	1,503	1,293	1,308	1,204	1,207	1,118	1,170	8,735	7,802	
Restaurants, cafeterias, lunchrooms.....	937	867	954	1,004	1,054	1,082	1,187	1,026	1,047	976	989	921	975	7,085	6,357	
Drinking places.....	445	417	443	466	488	485	525	503	497	467	481	450	488	3,269	3,209	
General merchandise group ⁴	2,094	1,998	2,391	2,779	2,744	2,682	2,589	2,380	2,591	2,550	2,801	3,021	5,048	17,277	15,710	
Department stores and dry goods, general merchandise stores.....	1,549	1,427	1,731	2,026	2,010	1,975	1,892	1,714	1,865	1,857	2,056	2,180	3,673	12,610	11,309	
Department stores.....	1,254	1,159	1,418	1,649	1,646	1,618	1,536	1,384	1,513	1,519	1,668	1,761	2,977	10,280	9,193	
Variety stores.....	311	333	371	456	442	427	427	398	421	400	430	473	901	2,767	2,544	
Mail order houses (department store merchandise).....	135	147	192	194	189	179	168	158	195	189	209	262	341	1,204	1,144	
Apparel group ⁵	1,100	917	1,072	1,411	1,281	1,229	1,172	1,118	1,209	1,289	1,376	1,355	2,324	8,182	8,014	
Men's, boys' wear stores ⁶	231	181	193	257	248	260	227	221	220	234	269	273	523	1,597	1,509	
Men's, boys' clothing, furnishings stores.....	224	176	187	248	242	254	224	214	214	229	261	265	513	1,555	1,461	
Women's apparel, accessory stores ⁶	439	378	444	555	511	468	459	427	463	497	547	539	924	3,258	3,145	
Women's ready-to-wear stores.....	382	331	395	486	447	405	396	364	402	435	480	474	806	2,842	2,725	
Family clothing stores.....	201	168	194	261	246	241	236	217	249	250	281	270	473	1,547	1,547	
Shoe stores.....	183	152	190	276	226	212	196	195	212	235	215	210	306	1,435	1,455	
Furniture and appliance group.....	953	903	1,000	1,000	1,045	1,110	1,132	1,098	1,111	1,088	1,182	1,169	1,488	7,143	7,055	
Furniture, home furnishings stores.....	631	598	665	671	700	746	759	708	735	696	776	752	890	4,770	4,613	
Furniture stores.....	464	423	477	482	515	556	567	532	552	508	569	550	680	3,484	3,339	
Household appliance, TV, radio stores.....	322	305	335	329	345	364	373	390	376	392	406	417	598	2,373	2,442	
Household appliance dealers.....	228	219	243	242	262	280	283	290	274	285	287	294	417	1,757	1,777	
Lumber, building, hardware, farm equipment group ⁷	957	955	1,158	1,427	1,583	1,600	1,577	1,500	1,389	1,397	1,449	1,241	1,242	9,257	8,916	
Lumber yards, building materials dealers ⁸	553	528	636	759	854	920	945	872	823	814	871	743	643	5,195	4,967	
Lumber yards.....	356	335	413	494	552	615	627	564	555	544	591	489	412	3,392	3,266	
Hardware stores.....	190	169	193	240	264	255	259	237	229	231	247	252	349	1,570	1,475	
Automotive group.....	4,219	4,247	4,958	5,036	4,984	5,071	4,831	4,159	3,853	3,728	3,858	3,713	4,370	33,346	28,969	
Passenger car, other automotive dealers.....	4,032	4,069	4,744	4,780	4,711	4,793	4,551	3,896	3,611	3,503	3,614	3,471	4,057	31,680	27,250	
Passenger car dealers ⁹	3,944	3,973	4,614	4,604	4,518	4,576	4,322	3,723	3,436	3,385	3,486	3,357	3,947	30,551	26,438	
Passenger car dealers (franchised).....	3,641	3,657	4,240	4,233	4,172	4,237	3,990	3,437	3,157	3,124	3,193	3,069	3,677	28,170	24,335	
Tire, battery, accessory dealers.....	187	178	214	256	273	278	280	263	242	225	244	242	313	1,666	1,619	
Gasoline service stations.....	1,679	1,561	1,698	1,769	1,847	1,899	1,990	1,820	1,801	1,701	1,761	1,712	1,790	12,443	11,530	
Drug and proprietary stores.....	716	692	731	736	749	744	760	707	708	701	724	689	966	5,128	4,797	
Drug stores.....	691	669	705	707	719	716	725	677	679	667	691	661	930	4,932	4,635	
Liquor stores.....	455	433	448	482	506	493	541	500	489	475	510	518	770	3,358	3,197	
Data ADJUSTED for seasonal variations and trading day differences																
United States, total ²	22,900	23,317	22,905	22,865	23,352	23,331	23,765	21,935	22,266	22,254	21,383	21,661	22,781	162,335	150,633	
Durable-goods stores, total.....	7,855	7,966	7,669	7,550	7,703	7,760	7,961	7,060	7,324	7,541	6,496	6,695	7,645	54,464	49,346	
Nondurable-goods stores, total.....	15,045	15,351	15,136	15,315	15,649	15,571	15,804	14,875	14,942	14,713	14,887	14,966	15,136	107,871	101,287	
Food group.....	5,192	5,338	5,301	5,400	5,405	5,489	5,502	5,261	5,234	5,250	5,229	5,258	5,409	37,627	35,695	
Grocery stores.....	4,714	4,841	4,809	4,910	4,904	4,978	4,978	4,769	4,743	4,755	4,736	4,774	4,913	34,134	32,253	
Eating and drinking places.....	1,704	1,720	1,699	1,741	1,767	1,749	1,839	1,642	1,633	1,600	1,637	1,609	1,653	12,219	11,210	
General merchandise group.....	2,832	2,848	2,801	2,781	2,913	2,795	2,891	2,686	2,734	2,591	2,664	2,738	2,762	19,861	17,971	
Department stores.....	1,715	1,712	1,666	1,676	1,753	1,666	1,740	1,580	1,630	1,516	1,568	1,580	1,600	11,928	10,592	
Variety stores.....	439	456	454	432	472	462	463	443	439	427	429	466	442	3,178	2,933	
Mail order houses (department store mds.).....	193	196	208	197	210	205	216	192	205	192	198	191	196	1,425	1,340	
Apparel group ⁵	1,327	1,335	1,261	1,253	1,326	1,305	1,355	1,316	1,363	1,285	1,301	1,310	1,300	9,162	8,974	
Men's, boys' wear stores ⁶	258	265	253	254	263	254	258	257	269	261	259	261	257	1,805	1,702	
Women's apparel, accessory stores ⁶	531	531	513	499	519	517	536	509	519	504	512	517	518	3,646	3,516	
Shoe stores.....	223	219	210	205	224	216	215	217	224	206	210	229	226	1,512	1,537	
Furniture and appliance group.....	1,103	1,081	1,094	1,086	1,085	1,107	1,131	1,107	1,094	1,067	1,088	1,098	1,113	7,687	7,570	
Furniture, home furnishings stores.....	748	715	720	706	720	742	759	709	719	679	703	701	702	5,110	4,933	
Household appliance, TV, radio stores.....	355	366	374	380	365	365	372	398	375	388	385	397	411	2,577	2,637	
Lumber, building, hardware, farm equipment group ⁷	1,377	1,352	1,303	1,337	1,434	1,392	1,393	1,294	1,273	1,285	1,273	1,256	1,310	9,588	9,154	
Lumber yards, building materials dealers ⁸	805	756	746	738	791	808	810	732	711	729	741	721	742	5,454	5,194	
Hardware stores.....	245	235	224	230	239	234	247	222	227	237	242	261	262	1,654	1,530	
Automotive group.....	4,709	4,855	4,592	4,455	4,538	4,584	4,750	3,989	4,259	4,531	3,495	3,685	4,588	32,483	28,033	
Passenger car, other automotive dealers.....	4,470	4,608	4,352	4,204	4,279	4,341	4,501	3,755	4,025	4,301	3,265	3,428	4,344	30,755	26,350	
Tire, battery, accessory dealers.....	239	247	240	251	259	243	249	234	234	230	230	257	244	1,728	1,683	
Gasoline service stations.....	1,749	1,798	1,774	1,798	1,818	1,829	1,856	1,701	1,690	1,695	1,722	1,738	1,755	12,622	11,636	
Drug and proprietary stores.....	734	745	748	760	749	758	772	726	722	734	739	724	731	5,266	4,911	
Liquor stores.....	499	515	504	512	525	521	525	495	494	499	503	509	508	3,601	3,423	

Note: Sampling variabilities for unadjusted data shown in table 13, page 14.

¹Preliminary estimates, see Explanatory Material, page 21.²U.S. and group totals include kinds of business not shown separately.³Includes men's, boys' clothing, furnishings stores and custom tailors.⁴Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶Includes both franchised and nonfranchised car dealers.

Table 2.—PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	July 1965 from--		7 mos. 1965 from 7 mos. 1964		July 1965 from--		7 mos. 1965 from 7 mos. 1964
	July 1964	June 1965			July 1964	June 1965	
Based on data NOT ADJUSTED for seasonal variations or trading day differences							
United States, total.....	+9	+1	+7	Furniture and appliance group.....	+3	+2	+1
Durable-goods stores, total.....	+11	-3	+10	Furniture stores.....	+7	+2	+4
Nondurable-goods stores, total.....	+8	+4	+6	Floor coverings stores*.....	+3	-3	
Food group.....	+8	+9	+5	Household appliance, TV, radio stores.....	-4	+2	-3
Grocery stores.....	+8	+10	+6	Household appliance stores.....	-2	+1	-1
Meat markets.....	+10	+5	-1	TV, radio stores*.....	-13	+6	-8
Fruit stores, vegetable markets*.....	+17	+27	-3	Lumber, building, hardware, farm equip. group....	+5	-1	+4
Candy, nut, confectionery stores*.....	+29	+8	+19	Lumber, building materials dealers.....	+8	+3	+5
Bakery products stores.....	+3	-3	+1	Lumber yards.....	+11	+2	+4
Delicatessen stores*.....	-8	-4	-3	Paint, glass, wallpaper stores*.....	+20	+7	+8
Eating and drinking places.....	+13	+10	+9	Heating and plumbing equipment dealers*.....	-33	+3	-23
Eating places.....	+16	+10	+12	Hardware stores.....	+9	+2	+6
Restaurants, cafeterias, lunchrooms.....	+16	+10	+11	Farm equipment dealers*.....	-6	-12	+1
Drinking places.....	+4	+8	+2	Automotive group.....	+16	-5	+15
General merchandise group.....	+9	-3	+10	Passenger car dealers.....	+16	-6	+16
Department stores and dry goods, general merchandise stores.....	+10	-4	+12	Passenger car dealers (franchised).....	+16	-6	+16
Department stores.....	+11	-5	+12	Tire, battery, accessory dealers.....	+6	+1	+3
Variety stores.....	+7	0	+9	Gasoline service stations.....	+9	+5	+8
Mail order houses (department store merchandise).....	+6	-6	+5	Fuel, fuel oil dealers*.....	+12	-1	+10
Apparel group.....	+5	-5	+2	Fuel dealers, except fuel oil*.....	-4	+1	+5
Men's, boys' clothing, furnishings stores.....	+5	-12	+6	Fuel oil dealers*.....	+28	-3	+14
Men's, boys' clothing stores*.....	+6	-11	+7	Drug and proprietary stores.....	+7	+2	+7
Men's, boys' furnishings stores*.....	+8	-15	+1	Drug stores.....	+7	+1	+6
Women's ready-to-wear stores.....	+9	-2	+4	Liquor stores.....	+8	+10	+5
Family clothing stores.....	+9	-2	0	Jewelry stores*.....	+11	-6	+9
Women's apparel, accessory, specialty stores*..	-5	+2	-3	Florists*.....	+10	-18	+11
Shoe stores.....	+1	-8	-1	Book stores*.....	(NA)	-7	(NA)
				Stationery stores*.....	-12	-12	-8
				Music stores*.....	+21	0	+10
				Camera, photographic supply stores*.....	0	+7	-6
				Optical goods stores*.....	+16	-4	+14
				Typewriter stores*.....	-44	-25	-36
Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	July 1965 from--		7 mos. 1965 from 7 mos. 1964		July 1965 from--		7 mos. 1965 from 7 mos. 1964
	July 1964	June 1965			July 1964	June 1965	
Based on data ADJUSTED for seasonal variations and trading day differences							
United States, total.....	+8	+2	+8	Furniture and appliance group.....	+2	+2	+2
Durable-goods stores, total.....	+13	+3	+10	Furniture, home furnishings stores.....	+7	+2	+4
Nondurable-goods stores, total.....	+6	+1	+6	Household appliance, TV, radio stores.....	-7	+2	-7
Food group.....	+5	0	+5	Lumber, building, hardware, farm equip. group....	+8	0	+5
Grocery stores.....	+4	0	+6	Lumber, building materials dealers.....	+11	0	+5
Eating and drinking places.....	+12	+5	+9	Hardware stores.....	+11	+6	+8
General merchandise group.....	+8	+3	+11	Automotive group.....	+19	+4	+16
Department stores.....	+10	+4	+13	Passenger car and other automotive dealers.....	+20	+4	+17
Variety stores.....	+5	0	+8	Tire, battery, accessory dealers.....	+6	+2	+3
Mail order houses (department store merchandise).....	+12	+5	+6	Gasoline service stations.....	+9	+1	+8
Apparel group.....	+3	+4	+2	Drug and proprietary stores.....	+6	+2	+7
Men's, boys' wear stores.....	0	+2	+6	Liquor stores.....	+6	+1	+5
Women's apparel, accessory stores.....	+5	+4	+4				
Shoe stores.....	-1	0	-2				

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

(NA) Not available.

Table 3.—ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965							1964							Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	4,699	4,368	4,972	5,504	5,507	5,446	5,623	5,169	5,202	5,133	5,637	5,451	7,734	36,209	34,034	
Durable-goods stores, total.....	322	311	374	419	437	459	445	457	444	438	436	452	560	2,767	2,702	
Nondurable-goods stores, total.....	4,377	4,057	4,598	5,175	5,070	4,987	5,178	4,712	4,758	4,695	5,201	4,999	7,174	33,442	31,332	
Food group.....	2,184	2,011	2,140	2,290	2,232	2,180	2,444	2,219	2,082	2,063	2,359	2,041	2,417	15,481	14,672	
Grocery stores.....	2,125	1,952	2,081	2,222	2,163	2,111	2,374	2,158	2,021	1,999	2,293	1,981	2,332	15,028	14,277	
Eating and drinking places.....	115	111	126	132	140	144	147	134	138	129	127	120	123	915	809	
General merchandise group.....	1,375	1,286	1,580	1,868	1,863	1,833	1,778	1,605	1,756	1,717	1,877	2,004	3,358	11,583	10,663	
Department stores and dry goods, general merchandise stores.....	1,016	904	1,134	1,353	1,357	1,339	1,288	1,155	1,261	1,243	1,360	1,426	2,377	8,391	7,652	
Department stores.....	887	793	994	1,175	1,184	1,165	1,116	1,003	1,089	1,079	1,182	1,247	2,089	7,314	6,675	
Variety stores.....	229	246	280	345	336	328	328	299	320	305	330	350	675	2,092	1,948	
Apparel group.....	263	225	290	406	349	338	304	292	329	341	361	367	626	2,175	2,121	
Men's, boys' wear stores.....	28	22	25	36	34	33	28	26	25	28	36	37	67	206	194	
Women's apparel, accessory stores ²	106	93	124	162	147	138	130	125	143	140	153	161	272	900	888	
Women's ready-to-wear stores.....	98	86	115	149	135	127	120	114	133	130	141	150	250	830	816	
Shoe stores.....	74	65	81	124	97	96	81	82	91	103	90	91	147	618	620	
Furniture and appliance group.....	86	84	102	104	104	114	107	103	104	108	111	117	146	705	660	
Tire, battery, accessory dealers.....	80	74	89	108	115	118	117	108	101	93	104	102	142	701	654	
Drug and proprietary stores.....	149	145	162	167	169	171	177	153	151	154	160	155	252	1,140	1,024	
Liquor stores.....	95	93	101	104	108	103	115	100	103	100	112	114	184	719	678	

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,367	5,439	5,397	5,470	5,619	5,563	5,634	5,311	5,366	5,296	5,309	5,382	5,440	38,489	36,147
Grocery stores.....	2,045	2,133	2,117	2,164	2,176	2,190	2,180	2,084	2,083	2,105	2,113	2,110	2,174	15,005	14,293
Eating and drinking places.....	124	127	128	134	137	138	137	126	130	125	123	122	122	925	813
General merchandise group.....	1,897	1,870	1,867	1,842	1,908	1,883	1,966	1,791	1,830	1,755	1,783	1,830	1,819	13,293	12,198
Department stores.....	1,223	1,198	1,164	1,163	1,238	1,171	1,237	1,124	1,154	1,093	1,113	1,147	1,145	8,376	7,592
Variety stores.....	336	344	343	325	359	351	351	329	328	327	325	344	330	2,409	2,257
Apparel group.....	355	347	333	346	352	351	358	351	369	337	341	349	353	2,442	2,390
Men's, boys' wear stores ³	33	34	30	36	35	33	34	33	33	33	33	32	32	235	223
Women's apparel, accessory stores ³	151	145	143	144	146	145	150	149	156	142	144	149	148	1,024	1,014
Shoe stores.....	94	92	89	93	96	96	94	96	103	92	90	100	100	654	655
Tire, battery, accessory dealers.....	105	106	102	107	109	103	104	96	100	97	100	106	103	736	684
Drug and proprietary stores.....	159	163	169	177	174	175	183	161	158	165	167	160	163	1,200	1,078

¹Based on weekly sales figures converted to calendar month totals. July 1965 weekly sales (in millions of dollars) were as follows: For week ending July 3 = 548; July 10 = 444; July 17 = 476; July 24 = 480; July 31 = 493.

²Includes men's, boys' clothing; furnishings stores and custom tailors.

³Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS:

(Millions of dollars)

Kind of business	1965							1964							Total 7 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964	
Data NOT ADJUSTED for seasonal variations or trading day differences																
United States, total.....	5,735	5,391	6,099	6,794	6,694	6,614	6,791	6,157	6,230	6,186	6,766	6,566	9,280	44,118	40,582	
Food group.....	2,515	2,328	2,476	2,630	2,565	2,505	2,784	2,503	2,384	2,358	2,679	2,359	2,798	17,803	16,485	
Grocery stores.....	2,428	2,242	2,385	2,529	2,462	2,403	2,682	2,413	2,290	2,262	2,580	2,265	2,672	17,131	15,905	
Eating and drinking places.....	184	172	191	200	211	221	229	196	200	187	191	185	193	1,408	1,158	
General merchandise group.....	1,521	1,441	1,760	2,062	2,043	2,003	1,934	1,731	1,896	1,858	2,035	2,196	3,718	12,764	11,622	
Department stores and dry goods, general merchandise stores.....	1,142	1,034	1,287	1,515	1,510	1,487	1,423	1,267	1,385	1,370	1,503	1,545	2,687	9,398	8,509	
Department stores.....	921	894	1,115	1,301	1,302	1,280	1,214	1,085	1,182	1,180	1,296	1,367	2,299	8,087	7,322	
Drug and proprietary stores.....	133	178	195	198	205	204	210	185	187	188	193	187	304	1,373	1,209	

¹Preliminary estimates, see Explanatory Material, page 21.

²U.S. and group totals include kinds of businesses not shown separately.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965							1964							Percent change		
															Jan.-July 1965 from Jan.-July 1964	July 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1964	July 1964	June 1965	
THE NORTHEASTERN STATES																	
TOTAL.....	5,276	4,955	5,513	5,953	5,986	6,012	6,019	5,508	5,435	5,362	5,673	5,581	7,337		+7	+9	0
Durable-goods stores, total.....	1,498	1,457	1,722	1,838	1,894	1,937	1,870	1,605	1,587	1,498	1,553	1,578	1,964		+9	+17	-2
Nondurable-goods stores, total...	3,778	3,498	3,791	4,115	4,092	4,075	4,149	3,903	3,848	3,864	4,120	4,003	5,373		+5	+6	+2
Food group.....	1,483	1,358	1,445	1,527	1,526	1,522	1,664	1,564	1,470	1,438	1,552	1,406	1,626		+4	+6	+9
Grocery stores.....	1,258	1,144	1,223	1,301	1,290	1,284	1,417	1,324	1,237	1,204	1,310	1,178	1,360		+5	+7	+10
Eating and drinking places.....	447	432	482	509	553	562	597	542	541	500	500	464	495		+8	+10	+6
GAP ² , total.....	1,091	1,004	1,172	1,376	1,370	1,380	1,267	1,209	1,261	1,348	1,464	1,542	2,504		+4	+5	-8
General merchandise group.....	511	487	576	666	675	681	620	567	598	635	695	764	1,323		+14	+9	-9
Department stores.....	327	302	367	421	430	430	379	345	364	402	440	464	806		+15	+10	-12
Apparel group.....	351	293	344	448	413	399	349	343	367	419	443	440	741		-3	+2	-13
Furniture and appliance group.....	229	224	252	262	282	300	298	299	296	294	326	338	440		-5	0	-1
Lumber, bldg., hdwe., farm equip. grp.	C														+10	+14	+4
Gasoline service stations.....	304	289	312	327	344	346	363	342	338	314	317	307	312		+6	+6	+5
Drug and proprietary stores.....	164	154	162	165	165	163	167	160	157	161	166	158	211		+7	+4	+2
THE NORTH CENTRAL STATES																	
TOTAL.....	5,881	5,593	6,387	7,002	7,096	7,144	7,121	6,558	6,362	6,341	6,885	6,514	8,030		+8	+9	0
Durable-goods stores, total.....	1,877	1,879	2,272	2,481	2,465	2,621	2,445	2,226	2,036	2,101	2,254	2,097	2,406		+12	+10	-7
Nondurable-goods stores, total...	4,004	3,714	4,115	4,521	4,631	4,523	4,676	4,332	4,326	4,240	4,631	4,417	5,624		+6	+8	+3
Food group.....	1,433	1,320	1,401	1,466	1,491	1,493	1,642	1,509	1,470	1,406	1,536	1,384	1,574		+4	+9	+10
Grocery stores.....	1,328	1,220	1,296	1,346	1,364	1,363	1,500	1,386	1,345	1,288	1,412	1,268	1,441		+4	+8	+10
Eating and drinking places.....	461	475	466	509	548	562	629	538	544	505	520	474	491		+10	+17	+12
GAP ² , total.....	1,195	1,086	1,321	1,532	1,478	1,446	1,407	1,343	1,424	1,438	1,576	1,646	2,554		+7	+5	-3
General merchandise group.....	638	613	747	878	869	840	796	749	824	817	896	966	1,540		+8	+6	-5
Department stores.....	382	353	436	522	525	513	480	434	480	487	532	555	916		+10	+11	-6
Apparel group.....	293	231	282	372	330	310	295	286	299	325	357	358	600		+6	+3	-5
Furniture and appliance group.....	264	242	292	282	279	296	316	308	301	296	323	322	414		+2	+3	+7
Lumber, bldg., hdwe., farm equip. grp.	330	308	401	519	577	612	572	557	514	555	580	463	473		+2	+3	-7
Automotive group.....	1,144	1,186	1,430	1,528	1,453	1,534	1,390	1,207	1,059	1,061	1,176	1,126	1,256		+19	+15	-9
Gasoline service stations.....	560	512	548	577	597	604	626	576	566	546	583	562	595		+10	+9	+4
Drug and proprietary stores.....	217	207	215	216	216	218	223	213	212	214	227	213	299		+6	+5	+2
THE SOUTH																	
TOTAL.....	5,704	5,511	6,098	6,558	6,666	6,504	6,755	6,013	5,919	5,687	6,038	5,748	7,458		+9	+12	+4
Durable-goods stores, total.....	2,019	2,074	2,311	2,377	2,474	2,448	2,453	2,159	2,021	1,990	2,028	1,895	2,371		+11	+14	0
Nondurable-goods stores, total...	3,685	3,437	3,787	4,181	4,192	4,056	4,302	3,854	3,898	3,697	4,010	3,853	5,087		+8	+12	+6
Food group.....	1,399	1,308	1,386	1,448	1,481	1,476	1,618	1,456	1,403	1,341	1,469	1,343	1,535		+9	+11	+10
Grocery stores.....	1,336	1,235	1,309	1,369	1,398	1,394	1,530	1,381	1,329	1,275	1,403	1,278	1,458		+8	+11	+10
Eating and drinking places.....	355	323	354	381	397	400	440	381	381	353	354	336	357		+12	+15	+10
GAP ² , total.....	1,130	1,050	1,206	1,438	1,375	1,320	1,347	1,220	1,346	1,280	1,422	1,422	2,331		+9	+10	+2
General merchandise group.....	550	528	634	752	719	670	677	613	680	631	714	748	1,280		+9	+10	+1
Department stores.....	277	256	323	377	367	345	342	311	351	328	373	385	656		+10	+10	-1
Apparel group.....	303	260	297	407	358	330	342	308	349	342	380	364	652		+7	+11	+4
Furniture and appliance group.....	277	262	275	279	298	320	328	299	317	307	328	310	399		+10	+10	+3
Lumber, bldg., hdwe., farm equip. grp.	293	296	323	411	433	416	410	387	338	352	370	329	329		+3	+6	C
Automotive group.....	1,303	1,359	1,541	1,523	1,567	1,524	1,532	1,290	1,170	1,146	1,159	1,073	1,337		+14	+19	+1
Gasoline service stations.....	498	460	508	528	551	574	606	543	538	496	511	501	531		+7	+12	+6
Drug and proprietary stores.....	197	196	207	205	214	208	214	190	193	185	191	185	257		+9	+13	+3
THE WEST																	
TOTAL.....	3,720	3,549	3,917	4,012	4,072	4,165	4,261	4,066	4,062	3,923	4,009	3,877	4,894		+5	+5	+2
Durable-goods stores, total.....	1,271	1,254	1,404	1,365	1,392	1,445	1,428	1,409	1,367	1,304	1,298	1,243	1,460		+6	+1	-1
Nondurable-goods stores, total...	2,449	2,295	2,513	2,647	2,680	2,720	2,833	2,657	2,695	2,619	2,711	2,634	3,434		+5	+7	+4
Food group.....	927	868	926	940	943	931	1,012	955	940	914	971	884	1,027		+5	+6	+9
Grocery stores.....	864	806	856	870	874	861	940	880	869	845	906	822	949		+6	+7	+9
Eating and drinking places.....	296	273	293	300	320	328	362	335	339	313	314	294	315		+7	+8	+10
GAP ² , total.....	731	678	764	844	847	875	872	824	880	861	897	935	1,471		+4	+6	0
General merchandise group.....	395	370	434	483	481	491	496	451	489	467	496	543	905		+9	+10	+1
Department stores.....	C														+12	+14	+2
Apparel group.....	153	133	149	184	180	190	186	181	194	203	196	193	331		-2	+3	-2
Furniture and appliance group.....	C														-4	-1	C
Gasoline service stations.....	317	300	330	337	355	375	395	359	359	345	350	342	352		+8	+10	+5
Drug and proprietary stores.....	138	135	147	150	154	155	156	144	146	141	140	133	199		+5	+8	+1

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges from 7.1 and 10.5 percent for dollar volume estimates and year-to-year percent change and between 3.1 and 4.5 for the percent change over 2 consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965							1964							Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1965 from	July 1965 from--		
														Jan.-July 1964	July 1964	June 1965	
New England Division, total ²	1,373	1,252	1,377	1,479	1,480	1,527	1,548	1,417	1,422	1,380	1,427	1,419	1,936	+8	+9	+1	
Durable-goods stores.....	421	395	474	511	513	507	491	430	444	415	417	432	568	+8	+14	-3	
Nondurable-goods stores.....	952	857	903	968	967	1,020	1,057	987	978	965	1,010	987	1,368	+8	+7	+4	
Food group.....	368	327	343	355	366	392	427	403	382	364	386	349	405	+11	+6	+9	
GAF ³ , total.....	244	222	255	309	307	319	295	277	298	306	315	338	616	+6	+6	-8	
Gasoline service stations.....	81	75	84	87	91	97	101	95	91	88	86	80	82	+7	+6	+4	
Middle Atlantic Division, total ²	3,903	3,703	4,136	4,474	4,506	4,485	4,471	4,091	4,013	3,982	4,246	4,162	5,401	+6	+9	0	
Durable-goods stores.....	1,077	1,062	1,248	1,327	1,381	1,430	1,379	1,175	1,143	1,083	1,136	1,146	1,396	+10	+17	-4	
Nondurable-goods stores.....	2,826	2,641	2,888	3,147	3,125	3,055	3,092	2,916	2,870	2,899	3,110	3,016	4,005	+4	+6	+1	
Eating and drinking places.....	350	342	388	411	439	442	460	424	423	387	388	357	381	+7	+8	+4	
GAF ³ , total.....	847	782	917	1,067	1,063	1,061	972	932	963	1,042	1,149	1,204	1,888	+3	+4	-8	
General merchandise group.....	397	377	445	513	521	515	468	430	452	493	546	599	1,003	+11	+9	-9	
Apparel group.....	269	230	274	354	328	319	276	272	284	324	351	345	565	-4	+1	-13	
Gasoline service stations.....	223	214	228	240	253	249	262	247	247	226	231	227	230	+5	+6	+5	
Drug and proprietary stores.....	116	111	119	122	121	118	118	114	111	118	122	114	146	+6	+4	0	
East North Central Division, total ² ..	4,209	4,011	4,592	4,988	5,027	5,030	5,028	4,581	4,489	4,464	4,882	4,653	5,738	+8	+10	0	
Durable-goods stores.....	1,292	1,295	1,586	1,701	1,686	1,777	1,653	1,479	1,370	1,424	1,562	1,455	1,656	+11	+12	-7	
Nondurable-goods stores.....	2,917	2,716	3,006	3,287	3,341	3,253	3,375	3,102	3,119	3,040	3,320	3,198	4,082	+6	+9	+4	
Food group.....	1,090	1,009	1,073	1,119	1,126	1,122	1,231	1,126	1,101	1,046	1,142	1,041	1,187	+4	+9	+10	
Eating and drinking places.....	344	313	345	378	405	413	471	390	400	369	380	348	361	+11	+21	+14	
GAF ³ , total.....	876	799	985	1,128	1,088	1,063	1,030	965	1,031	1,050	1,148	1,208	1,880	+7	+7	-3	
General merchandise group.....	463	449	551	640	635	611	572	539	594	596	644	706	1,115	+8	+6	-6	
Apparel group.....	219	173	214	282	253	239	228	213	230	243	269	271	459	+6	+7	-5	
Gasoline service stations.....	369	346	363	378	388	394	415	379	379	364	394	375	392	+9	+9	+5	
Drug and proprietary stores.....	159	151	157	158	161	163	167	157	154	154	165	157	220	+7	+6	+2	
West North Central Division, total ² ..	1,672	1,582	1,795	2,014	2,069	2,114	2,093	1,977	1,873	1,877	2,003	1,861	2,292	+9	+6	-1	
Durable-goods stores.....	585	584	686	780	779	844	792	747	666	677	692	642	750	+15	+6	-6	
Nondurable-goods stores.....	1,087	998	1,109	1,234	1,290	1,270	1,301	1,230	1,207	1,200	1,311	1,219	1,542	+5	+6	+2	
Food group.....	343	311	328	347	365	371	411	383	369	360	394	343	387	+3	+7	+11	
GAF ³ , total.....	319	287	336	404	390	383	377	378	393	388	428	438	674	+6	0	-2	
General merchandise group.....	175	164	196	238	234	229	224	210	230	221	252	260	425	+10	+7	-2	
Gasoline service stations.....	191	166	185	199	209	210	211	197	187	182	189	187	203	+12	+7	0	
South Atlantic Division, total ²	2,826	2,709	2,968	3,202	3,301	3,192	3,297	2,919	2,936	2,786	2,974	2,871	3,794	+10	+13	+3	
Durable-goods stores.....	949	959	1,056	1,101	1,179	1,166	1,148	1,003	977	948	973	911	1,143	+10	+14	-2	
Nondurable-goods stores.....	1,877	1,741	1,912	2,101	2,122	2,026	2,149	1,916	1,959	1,838	2,001	1,960	2,651	+10	+12	+6	
Eating and drinking places.....	193	177	192	204	210	209	233	208	213	195	193	182	199	+13	+12	+11	
GAF ³ , total.....	590	559	642	748	719	685	688	607	680	660	737	754	1,254	+12	+13	0	
General merchandise group.....	290	284	341	396	383	352	349	311	346	323	364	397	690	+12	+12	-1	
Apparel group.....	159	138	157	206	181	170	170	150	180	177	192	191	352	+10	+13	0	
Gasoline service stations.....	238	216	238	252	259	264	279	256	258	236	251	242	255	+8	+9	+6	
Drug and proprietary stores.....	101	98	103	100	106	105	108	94	97	91	94	93	131	+13	+15	+3	
East South Central Division, total ² ..	1,048	1,010	1,120	1,260	1,292	1,219	1,252	1,129	1,117	1,103	1,161	1,093	1,372	+8	+11	+3	
Nondurable-goods stores.....	671	628	690	790	802	753	791	713	724	712	772	716	921	+7	+11	+5	
Food group.....	274	254	272	287	304	292	313	279	274	266	298	269	300	+11	+12	+7	
GAF ³ , total.....	201	190	217	277	261	242	245	225	243	231	257	245	410	+5	+9	+1	
General merchandise group.....	106	99	119	148	139	129	132	118	126	121	139	134	232	+7	+12	+2	
Gasoline service stations.....	94	89	97	132	108	109	113	112	116	111	109	102	105	0	+1	+4	
West South Central Division, total ² ..	1,830	1,801	2,010	2,096	2,073	2,093	2,206	1,965	1,866	1,798	1,903	1,784	2,292	+9	+12	+5	
Durable-goods stores.....	1,137	1,068	1,185	1,290	1,268	1,277	1,362	1,225	1,215	1,147	1,237	1,177	1,515	+6	+14	+3	
Nondurable-goods stores.....	693	733	825	806	805	816	844	740	651	651	656	607	777	+13	+11	+7	
Food group.....	433	417	449	461	459	470	512	475	453	435	460	414	469	+5	+8	+9	
Eating and drinking places.....	107	97	108	118	125	133	145	121	114	108	111	106	107	+12	+20	+9	
GAF ³ , total.....	339	301	347	413	395	393	414	388	423	389	428	423	667	+5	+7	+5	
General merchandise group.....	154	145	174	208	197	189	196	184	208	187	211	217	358	+5	+7	+4	
Mountain Division, total ²	771	717	853	881	892	939	978	907	918	848	879	827	1,026	+6	+8	+4	
Nondurable-goods stores.....	511	473	542	575	578	603	649	603	610	570	583	562	721	+4	+8	+8	
Food group.....	134	123	141	166	168	167	170	163	177	160	169	173	276	+3	+8	+10	
GAF ³ , total.....	70	63	76	89	91	91	93	87	98	84	90	95	167	+2	+4	+2	
General merchandise group.....	70	63	76	89	91	91	93	87	98	84	90	95	167	+2	+7	+2	
Pacific Division, total ²	2,949	2,832	3,064	3,131	3,180	3,226	3,283	3,159	3,144	3,075	3,130	3,050	3,868	+5	+4	+2	
Durable-goods stores.....	1,011	1,010	1,093	1,059	1,078	1,109	1,099	1,105	1,059	1,026	1,002	978	1,155	+5	-1	-1	
Nondurable-goods stores.....	1,938	1,822	1,971	2,072	2,102	2,117	2,184	2,054	2,085	2,049	2,128	2,072	2,713	+5	+6	+3	
Food group.....	727	681	723	737	736	731	792	751	741	721	756	686	799	+5	+5	+8	
Eating and drinking places.....	248	229	240	242	257	261	281	263	269	248	254	243	262	+7	+7	+8	
GAF ³ , total.....	597	555	623	678	679	708	702	661	703	701	728	762	1,195	+4	+6	-1	
General merchandise group.....	325	307	358	394	390	400	403	364	391	383	406	448	738	+11	+11	+1	
Gasoline service stations.....	229	219	232	238	252	255	262	242	239	234	249	246	251	+7	+8	+3	

Note: Estimates are based on a sample. (See sampling variabilities in table 17.) States in geographic divisions are shown on page 27.

¹ Preliminary estimates.² Totals include data for kinds of business not shown separately.³ Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State and kind of business	1965							1964						Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1965 from Jan.-July 1964	July 1965 from July 1964
California, total.....	2,295	2,202	2,328	2,373	2,405	2,407	2,456	2,375	2,336	2,300	2,355	2,344	2,999	+4	+3
Nondurable-goods stores.....	1,476	1,380	1,477	1,551	1,581	1,574	1,632	1,537	1,542	1,514	1,606	1,569	2,116	+4	+6
GAF ²	471	446	490	536	530	547	547	515	544	535	558	596	979	+4	+6
Florida, total.....	703	674	720	721	703	673	704	590	577	581	646	614	855	+14	+19
Nondurable-goods stores.....	483	447	484	499	473	456	481	404	403	380	425	430	605	+15	+19
Illinois, total.....	1,222	1,164	1,373	1,498	1,482	1,443	1,419	1,316	1,295	1,292	1,391	1,399	1,713	+6	+8
Nondurable-goods stores.....	905	845	972	1,061	1,063	1,016	1,015	949	962	947	1,014	1,017	1,294	+4	+7
GAF ²	284	265	341	384	370	355	337	308	341	344	381	419	623	+6	+9
Indiana, total.....	543	540	623	678	678	664	666	590	566	575	626	572	692	+9	+13
Massachusetts, total.....	666	620	690	736	726	729	704	630	623	621	643	663	888	+10	+12
Nondurable-goods stores.....	450	415	442	474	474	481	471	431	434	436	473	467	620	+9	+9
Michigan, total.....	950	874	998	1,055	1,082	1,101	1,077	1,004	974	991	1,091	1,043	1,292	+9	+7
Nondurable-goods stores.....	602	539	591	642	675	659	691	619	625	624	680	653	850	+10	+12
Minnesota, total.....	338	338	375	423	465	473	452	437	411	387	429	396	471	+7	+3
Missouri, total.....	502	478	541	608	611	620	624	562	555	561	591	549	682	+13	+11
New Jersey, total.....	775	768	850	887	903	915	896	820	789	773	814	809	1,037	+8	+9
Nondurable-goods stores.....	511	498	550	591	590	592	601	564	545	551	572	556	715	+5	+7
New York, total.....	1,930	1,806	2,015	2,190	2,182	2,160	2,183	2,045	2,033	2,027	2,132	2,043	2,631	+2	+7
Nondurable-goods stores.....	1,475	1,364	1,488	1,624	1,609	1,567	1,581	1,522	1,500	1,512	1,616	1,545	2,044	+3	+4
GAF ²	432	401	469	543	546	551	507	496	516	547	601	605	937	-1	+2
North Carolina, total.....	407	381	435	496	542	495	531	476	474	442	447	412	540	+13	+12
Ohio, total.....	1,064	1,026	1,164	1,267	1,276	1,283	1,326	1,153	1,161	1,145	1,280	1,172	1,441	+10	+15
Nondurable-goods stores.....	712	672	729	802	804	783	830	740	765	760	832	781	993	+8	+12
Pennsylvania, total.....	1,198	1,129	1,271	1,397	1,421	1,410	1,392	1,226	1,191	1,182	1,300	1,310	1,733	+11	+14
Nondurable-goods stores.....	840	779	850	932	926	896	910	830	825	836	922	915	1,246	+7	+10
GAF ²	266	236	283	336	321	311	284	265	279	303	349	384	622	+9	+7
Texas, total.....	1,122	1,114	1,240	1,278	1,269	1,300	1,368	1,200	1,141	1,101	1,150	1,055	1,378	+11	+14
Nondurable-goods stores.....	703	658	726	798	788	797	856	773	758	721	760	717	935	+6	+11
Wisconsin, total.....	430	407	434	490	509	539	540	518	493	461	494	467	600	+3	+4

Note: Estimates are based on a sample. (See sampling variabilities in table 18.) ¹Preliminary estimates.

²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - July 1965 from June 1965			State	Percent change - July 1965 from June 1965			State	Percent change - July 1965 from June 1965		
	Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores
California.....	+2	+4	0	Michigan.....	-2	+5	-3	North Carolina.....	+7	+14	+8
Florida.....	+5	+5	+3	Minnesota.....	-4	0	-2	Ohio.....	+3	+6	0
Illinois.....	-2	0	-5	Missouri.....	+1	+2	-4	Pennsylvania.....	-1	+2	-9
Indiana.....	0	+4	-2	New Jersey.....	-2	+2	-9	Texas.....	+5	+7	+8
Massachusetts.....	-3	-2	-11	New York.....	+1	+1	-8	Wisconsin.....	0	+9	-3

Note: Sampling variabilities are shown in table 18.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 9.--PERCENT CHANGE IN SALES OF ALL RETAIL AND GAF STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, July 1965 from June 1965			Statistical areas	Percent change, July 1965 from June 1965		
	Total	Nondurable	GAF ¹		Total	Nondurable	GAF ¹
Standard Consolidated Areas ²				Detroit, Mich.....	-3	+2	-5
Chicago, Ill.-Northwestern Indiana.....	-1	0	-6	Houston, Texas.....	+4	+7	+7
New York-Northeastern N.J.....	-4	-2	-11	Kansas City, Mo.-Kansas.....	+4	+4	-2
Standard Metropolitan Statistical Areas				Los Angeles-Long Beach, Calif.....	+1	+4	0
Baltimore, Md.....	-4	+1	-5	Minneapolis-St. Paul, Minn.....	-4	-1	-9
Boston, Mass.....	-6	-6	-15	Newark, N.J.....	-5	-3	-12
Buffalo, N.Y.....	+2	+2	+5	New York, N.Y.....	-3	-2	-11
Chicago, Ill.....	-1	0	-7	Paterson-Clifton-Passaic, N.J.....	-8	-4	-12
Cleveland, Ohio.....	+1	+6	0	Philadelphia, Pa.-N.J.....	-1	-2	-12
Dallas, Texas.....	0	+8	+5	Pittsburgh, Pa.....	-1	+2	-6
				St. Louis, Mo.-Ill.....	-1	+2	-4
				San Francisco-Oakland, Calif.....	+3	+3	+3
				Seattle, Wash.....	0	+2	-2
				Washington, D.C.-Md.-Va.....	0	+2	-5

Note: Sampling variabilities are shown in table 19, page 16.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

²Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 10.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Area	1965							1964						Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-July 1965 from Jan.-July 1964	July 1965 from July 1964
Standard Consolidated Areas ²															
Chicago, Ill.-Northwestern Ind., total.....	887	848	996	1,061	1,039	1,008	1,002	895	888	894	962	988	1,253	+9	+12
Nondurable-goods stores.....	673	634	728	789	771	741	739	666	686	688	732	756	983	+7	+11
GAF ³	231	221	280	319	309	295	276	252	280	286	319	346	508	+6	+10
New York-Northeastern N.J., total..	1,806	1,691	1,859	1,967	1,986	1,968	1,893	1,790	1,751	1,779	1,884	1,847	2,384	+4	+6
Nondurable-goods stores.....	1,327	1,232	1,339	1,444	1,446	1,423	1,389	1,341	1,301	1,339	1,431	1,375	1,824	+3	+4
GAF ³	419	389	447	511	523	530	472	464	462	517	562	565	852	+1	+2
Standard Metropolitan Statistical Areas ²															
Chicago, Ill., total.....	815	777	911	972	950	922	916	822	816	821	873	907	1,155	+7	+11
Nondurable-goods stores.....	618	582	675	732	714	686	684	617	635	640	674	697	909	+5	+11
GAF ³	219	209	266	300	292	278	259	237	265	268	295	328	481	+5	+9
Detroit, Mich., total.....	499	452	515	542	555	542	525	457	453	498	569	541	674	+14	+15
GAF ³	100	89	110	129	128	124	118	102	109	122	128	136	221	+18	+16
Los Angeles-Long Beach, Calif., total	1,057	976	1,034	1,051	1,061	1,058	1,070	1,070	1,060	1,058	1,073	1,092	1,414	+1	0
Nondurable-goods stores.....	679	614	661	701	704	700	728	690	696	691	725	721	966	+2	+6
GAF ³	233	216	233	253	249	255	255	266	282	274	286	303	473	-3	-4
New York, N.Y., total.....	1,275	1,173	1,292	1,377	1,374	1,349	1,309	1,262	1,243	1,274	1,348	1,306	1,689	+2	+4
Nondurable-goods stores.....	987	911	993	1,071	1,067	1,038	1,014	990	961	991	1,067	1,021	1,357	+2	+2
GAF ³	317	290	332	381	389	392	348	346	348	388	420	419	628	-1	+1
Philadelphia, Pa., total.....	488	476	541	577	580	556	548	496	481	496	538	536	722	+6	+10
Nondurable-goods stores.....	340	342	379	401	392	367	360	345	331	351	391	380	535	0	+4
GAF ³	107	99	137	147	144	136	120	113	115	134	146	161	257	+10	+6

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.) ¹Preliminary estimates.

²Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMSA includes Orange County, California.

³Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 11.--PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES
(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	July 1965 from--		7 months 1965 from 7 months 1964		July 1965 from--		7 months 1965 from 7 months 1964
	July 1964	June 1965			July 1964	June 1965	
STANDARD METROPOLITAN STATISTICAL AREA				New York-Northeastern New Jersey ¹	+9	-13	+6
Akron, Ohio.....	+8	+7	+5	New York City.....	+6	-15	(NA)
Asheville, N.C.....	+10	+12	+4	Newark, N.J.....	-3	-14	-1
Atlanta, Ga.....	+17	+9	+9	Norfolk-Portsmouth, Va.....	+10	+9	0
Augusta, Ga.....	+19	+2	+7	Oklahoma City, Okla.....	+2	-4	+4
Baltimore, Md.....	+10	-11	+6	Omaha, Nebr.....	0	0	+1
Baton Rouge, La.....	+10	-5	+8	Peoria, Ill.....	+9	(NA)	+2
Binghamton, N.Y.....	+19	+11	+6	Philadelphia, Pa.....	-2	-11	+3
Birmingham, Ala.....	+9	+7	0	Pittsburgh, Pa.....	+7	-17	+3
Boston, Mass.....	+2	-17	+3	Portland, Oreg.....	+1	+4	-4
Buffalo, N.Y.....	+20	-2	+7	Reading, Pa.....	+6	-8	+4
Canton, Ohio.....	+1	+4	+2	Richmond, Va.....	+13	-3	+6
Chattanooga, Tenn.....	+15	-4	+9	Rochester, N.Y.....	+21	-2	+9
Chicago, Ill.....	+8	-7	+5	Sacramento, Calif.....	+4	-1	-1
Cincinnati, Ohio.....	+6	-2	+3	St. Louis, Mo.....	+1	-6	-2
Cleveland, Ohio.....	+5	-3	+2	Salt Lake City, Utah.....	+4	+3	-4
Columbus, Ohio.....	+2	-4	+5	San Antonio, Tex.....	+4	+9	+2
Corpus Christi, Texaa.....	+1	+11	+2	San Diego, Calif.....	+2	+2	-1
Dallas, Texaa.....	+6	+6	+4	Savannah, Ga.....	+16	+5	+6
Denver, Colo.....	+5	+2	0	Seattle, Wash.....	+5	+5	-3
Des Moines, Iowa.....	+5	(NA)	+6	Shreveport, La.....	+5	+4	0
Detroit, Mich.....	+17	-8	+15	South Bend, Ind.....	+8	(NA)	(NA)
El Paso, Texas.....	+6	-6	+2	Spokane, Wash.....	+4	+6	-6
Erie, Pa.....	+9	-11	+6	Springfield, Mo.....	+6	+9	+3
Flint, Mich.....	+14	(NA)	+15	Springfield, Ohio.....	+14	+8	+6
Fort Wayne, Ind.....	+6	+3	+6	Syracuse, N.Y.....	+32	-2	+14
Grand Rapids, Mich.....	+1	(NA)	+1	Tacoma, Wash.....	+3	+9	-3
Houston, Texas.....	+11	+9	+9	Tampa-St. Petersburg, Fla.....	+8	+3	+2
Indianapolis, Ind.....	+6	(NA)	+2	Toledo, Ohio.....	+10	-5	+6
Jacksonville, Fla.....	+12	+10	+3	Trenton, N.J.....	-4	+9	+4
Kansas City, Mo.....	-1	+3	+1	Tulsa, Okla.....	+18	+5	+9
Knoxville, Tenn.....	+14	+14	+5	Waco, Texas.....	+1	+4	-1
Lancaster, Pa.....	+6	+1	+5	Washington, D.C.....	+8	-5	+7
Lexington, Ky.....	+6	-11	+3	Wheeling, W.Va.....	(NA)	(NA)	(NA)
Los Angeles-Long Beach, Calif.....	+7	+4	+4	Wichita, Kans.....	+2	+3	0
Louisville, Ky.....	+9	-4	+6	Worcester, Mass.....	+5	-16	+6
Macon, Ga.....	+5	+9	-4	Youngstown, Ohio.....	+11	+3	+7
Memphis, Tenn.....	+4	+14	-2	CITIES			
Miami, Fla.....	+5	-6	+3	Bridgeport, Conn.....	+14	+12	-11
Milwaukee, Wis.....	+4	-5	+3	Bristol, Tenn.-Va.....	+19	+2	+6
Mobile, Ala.....	+11	+11	+1	Duluth, Minn.-Superior, Wis.....	+5	-4	+2
New Orleans, La.....	+12	+2	+9	Minneapolis, Minn.....	+9	-19	+5
				Oakland-Berkely, Calif.....	+2	+1	+13
				Portsmouth, Ohio.....	+16	-1	+5
				Rome, Ga.....	+24	+8	+8
				St. Paul, Minn.....	+4	-15	+5
				San Francisco, Calif.....	-1	-2	+3

Note: Data are furnished by Federal Reserve Banks and subject to revision.

(NA) Not available.

¹The breakdown shown does not include all portions of the area.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965							1964							Percent change, July 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1964	June 1965	
	Data NOT ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE																
United States, total ²	16,401	15,848	15,747	16,048	16,509	16,708	16,727	15,463	15,519	15,689	15,729	15,813	16,929	+8	0	
Durable-goods stores, total.....	6,627	6,474	6,430	6,520	6,732	7,028	7,147	6,691	6,724	6,833	6,799	6,646	6,885	+7	+2	
Nondurable-goods stores, total.....	9,774	9,374	9,317	9,528	9,777	9,680	9,580	8,772	8,795	8,856	8,930	9,167	10,044	+9	-1	
Food group.....	352	341	346	340	347	344	353	351	365	368	355	340	361	+1	+3	
Grocery stores.....	287	281	289	283	292	292	298	297	299	308	296	284	302	0	+2	
Eating and drinking places.....	130	125	120	114	111	114	104	78	81	79	96	104	129	+33	-9	
General merchandise group ³	6,294	5,969	5,855	5,905	6,051	6,087	6,102	5,459	5,521	5,593	5,640	5,812	6,478	+12	0	
Department stores and dry goods, general merchandise stores.....	5,063	4,760	4,658	4,675	4,831	4,823	4,809	4,365	4,414	4,470	4,506	4,604	5,216	+10	0	
Department stores.....	4,503	4,224	4,131	4,132	4,274	4,266	4,253	3,862	3,908	3,962	4,002	4,077	4,638	+10	0	
Mail order houses (department store mids.)..	1,014	997	997	1,009	994	1,005	1,023	890	911	910	930	967	1,027	+15	+2	
Apparel group.....	1,206	1,102	1,086	1,116	1,098	1,051	1,005	1,000	1,007	1,044	1,083	1,110	1,325	+1	-4	
Women's ready-to-wear stores.....	508	481	502	527	512	471	440	419	422	442	464	470	575	+5	-7	
Furniture and appliance group.....	2,520	2,441	2,355	2,284	2,339	2,341	2,380	2,202	2,251	2,312	2,323	2,316	2,523	+8	+2	
Furniture, home furnishings stores.....	1,900	1,828	1,780	1,744	1,788	1,796	1,811	1,696	1,760	1,781	1,783	1,778	1,896	+7	+1	
Furniture stores.....	1,705	1,643	1,606	1,577	1,625	1,632	1,641	1,546	1,606	1,615	1,601	1,595	1,708	+6	+1	
Household appliance, TV, radio stores.....	620	613	575	540	551	545	569	506	491	531	540	538	627	+12	+4	
Household appliance dealers.....	538	534	502	473	488	484	508	446	431	438	452	460	539	+14	+5	
Lumber, building, hardware, farm equip. group ²	1,631	1,621	1,627	1,758	1,868	1,975	2,017	1,965	1,940	1,948	1,984	1,824	1,684	+3	+2	
Lumber yards, building materials dealers ³ ...	1,155	1,137	1,138	1,225	1,334	1,396	1,414	1,356	1,355	1,365	1,392	1,301	1,180	+4	+1	
Lumber yards.....	824	825	811	854	941	999	1,022	965	960	965	985	910	829	+6	+2	
Automotive group.....	1,493	1,458	1,487	1,553	1,605	1,709	1,734	1,590	1,614	1,630	1,539	1,563	1,602	+9	+1	
Passenger car dealers ⁴	1,012	966	981	1,024	1,038	1,092	1,082	985	1,031	1,052	992	1,015	1,044	+10	-1	
Passenger car dealers (franchised).....	939	895	920	947	965	1,017	1,006	912	956	980	919	936	972	+10	-1	
Tire, battery, accessory dealers.....	430	445	465	482	521	569	594	552	528	517	497	503	510	+8	+4	
Gasoline service stations.....	441	447	467	472	493	498	501	460	461	458	460	460	443	+9	+1	
Other retail stores.....	2,334	2,344	2,404	2,506	2,597	2,589	2,531	2,358	2,279	2,257	2,249	2,284	2,383	+7	-2	
CHARGE ACCOUNTS																
United States, total ²	7,703	7,466	7,435	7,723	7,996	8,011	7,924	7,535	7,502	7,555	7,584	7,611	8,025	+5	-1	
Durable-goods stores, total.....	3,500	3,453	3,421	3,552	3,740	3,886	3,943	3,670	3,653	3,720	3,706	3,617	3,644	+7	+1	
Nondurable-goods stores, total.....	4,203	4,013	4,014	4,171	4,256	4,125	3,981	3,865	3,849	3,835	3,878	3,994	4,381	+3	-3	
Food group.....	343	331	337	332	334	333	340	337	353	356	344	331	353	+1	+2	
General merchandise group ²	1,130	991	935	936	969	949	919	965	956	951	972	1,015	1,240	-5	-3	
Department stores and dry goods, general merchandise stores.....	1,044	907	849	849	864	833	804	848	846	838	867	909	1,145	-5	-3	
Department stores.....	896	772	718	710	727	694	666	718	717	697	732	764	983	-7	-4	
Apparel group.....	867	787	773	807	769	737	692	702	714	748	780	810	972	-1	-6	
Furniture and appliance group.....	828	810	770	739	765	768	778	716	729	767	784	788	854	+9	+1	
Furniture, home furnishings stores.....	607	591	572	564	589	594	595	556	579	615	621	617	625	+7	0	
Lumber, building, hardware, farm equip. group ²	1,465	1,466	1,461	1,584	1,700	1,803	1,839	1,770	1,751	1,741	1,785	1,652	1,516	+4	+2	
Lumber yards, building materials dealers ³ ...	1,106	1,089	1,080	1,165	1,268	1,329	1,343	1,297	1,289	1,290	1,320	1,250	1,130	+4	+1	
Lumber yards.....	793	794	779	824	910	965	985	932	921	919	942	884	801	+6	+2	
Automotive group.....	915	888	896	940	975	1,002	1,012	891	893	921	864	880	928	+14	+1	
Passenger car dealers (franchised).....	666	633	646	670	684	710	707	613	624	652	612	642	685	+15	0	
Gasoline service stations.....	429	439	458	463	484	487	491	449	451	449	450	451	433	+9	+1	
INSTALLMENT ACCOUNTS																
United States, total ²	8,698	8,382	8,312	8,325	8,513	8,697	8,803	7,928	8,017	8,134	8,145	8,202	8,904	+11	+1	
Durable-goods stores, total.....	3,127	3,021	3,009	2,968	2,992	3,142	3,204	3,021	3,071	3,113	3,093	3,029	3,241	+6	+2	
Nondurable-goods stores, total.....	5,571	5,361	5,303	5,357	5,521	5,555	5,599	4,907	4,946	5,021	5,052	5,173	5,663	+14	+1	
General merchandise group ²	5,164	4,978	4,920	4,969	5,082	5,138	5,183	4,494	4,565	4,642	4,668	4,797	5,238	+15	+1	
Department stores and dry goods, general merchandise stores.....	4,019	3,853	3,809	3,826	3,967	3,990	4,005	3,517	3,568	3,632	3,639	3,695	4,071	+14	0	
Department stores.....	3,607	3,452	3,413	3,422	3,547	3,572	3,587	3,144	3,191	3,265	3,270	3,313	3,655	+14	0	
Apparel group.....	339	315	313	309	329	314	313	298	293	296	303	300	353	+5	0	
Furniture and appliance group.....	1,692	1,631	1,585	1,545	1,574	1,573	1,602	1,486	1,522	1,545	1,539	1,528	1,669	+8	+2	
Furniture, home furnishings stores.....	1,293	1,237	1,208	1,180	1,199	1,202	1,216	1,140	1,181	1,166	1,162	1,161	1,271	+7	+1	
Household appliance, TV, radio stores.....	399	394	377	365	375	371	386	345	341	379	377	367	399	+12	+4	
Lumber, building, hardware, farm equip. group.	166	155	166	174	168	172	178	195	189	207	199	172	168	-9	+3	
Automotive group.....	578	570	591	613	630	707	722	699	721	709	675	683	674	+3	+2	
Tire, battery, accessory dealers.....	243	248	264	267	284	331	352	339	325	319	303	314	322	+4	+6	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² U.S. and group totals include kinds of business not shown separately.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

⁴ Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

Kind of business	(Millions of dollars)														Percent change, July 1965 from--	
	1965							1964								
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1964	June 1965	
Data ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total ²	16,038	16,381	16,249	16,272	16,469	16,681	16,829	15,596	15,626	15,854	15,767	15,731	15,798	+8	+1	
Durable-goods stores, total.....	6,823	6,907	6,784	6,734	6,745	6,918	6,959	6,511	6,501	6,678	6,607	6,528	6,696	+7	+1	
Nondurable-goods stores, total.....	9,215	9,474	9,465	9,538	9,724	9,763	9,870	9,085	9,125	9,176	9,160	9,203	9,102	+9	+1	
Food group.....	357	352	353	355	353	347	349	349	349	355	348	342	350	0	+1	
General merchandise group ²	5,797	6,026	6,002	6,026	6,143	6,259	6,301	5,666	5,743	5,764	5,772	5,794	5,727	+11	+1	
Department stores.....	4,085	4,272	4,250	4,220	4,359	4,349	4,373	4,015	4,074	4,105	4,099	4,100	4,088	+9	+1	
Mail order houses (department store mdse.)..	978	1,020	1,018	1,033	994	1,033	1,068	922	931	920	930	934	945	+16	+3	
Apparel group.....	1,102	1,110	1,084	1,109	1,136	1,095	1,097	1,118	1,112	1,086	1,086	1,099	1,090	-2	0	
Women's ready-to-wear stores.....	477	490	483	503	515	493	501	481	476	460	466	466	479	+4	+2	
Furniture and appliance group.....	2,461	2,443	2,404	2,338	2,331	2,346	2,434	2,266	2,281	2,340	2,321	2,300	2,365	+7	+4	
Furniture, home furnishings stores.....	1,841	1,829	1,817	1,789	1,785	1,813	1,855	1,754	1,782	1,787	1,780	1,769	1,776	+6	+2	
Furniture stores.....	1,630	1,640	1,627	1,622	1,617	1,634	1,687	1,592	1,611	1,633	1,620	1,618	1,602	+6	+3	
Household appliance, TV, radio stores.....	620	614	587	549	546	533	579	512	499	553	541	531	589	+13	+9	
Household appliance dealers.....	541	536	505	488	484	472	506	441	438	456	457	454	509	+15	+7	
Lumber, building, hardware, farm equipment group ²	1,841	1,870	1,832	1,837	1,861	1,925	1,861	1,806	1,749	1,789	1,805	1,757	1,780	+3	-3	
Lumber yards, building materials dealers ³ ...	1,283	1,301	1,307	1,285	1,341	1,397	1,333	1,267	1,227	1,256	1,255	1,207	1,225	+5	-5	
Lumber yards.....	923	944	946	895	941	972	948	886	863	886	900	859	865	+7	-2	
Automotive group ²	1,546	1,568	1,554	1,571	1,583	1,656	1,680	1,521	1,590	1,641	1,501	1,538	1,566	+10	+1	
Passenger car dealers (franchised).....	965	962	955	941	952	1,005	992	881	959	1,002	885	919	942	+13	-1	
Tire, battery, accessory dealers.....	453	480	494	513	520	533	548	513	504	500	498	497	504	+7	+3	
Gasoline service stations.....	455	476	475	472	481	479	498	453	450	458	448	448	467	+10	+4	
CHARGE ACCOUNTS																
United States, total ²	7,776	7,874	7,794	7,782	7,850	7,968	7,931	7,576	7,492	7,593	7,464	7,462	7,555	+5	0	
Durable-goods stores, total.....	3,739	3,837	3,735	3,677	3,714	3,810	3,780	3,529	3,466	3,577	3,454	3,468	3,615	+7	-1	
Nondurable-goods stores, total.....	4,037	4,037	4,059	4,105	4,136	4,158	4,151	4,047	4,026	4,016	4,010	3,994	3,940	+3	0	
General merchandise group.....	1,007	977	982	986	978	995	1,001	1,052	1,047	1,003	1,023	997	973	-5	+1	
Department stores.....	779	760	764	763	740	741	724	793	792	746	773	747	739	-9	-2	
Apparel group.....	790	802	775	801	807	780	768	799	806	778	779	783	769	-4	-2	
Furniture and appliance group.....	814	824	805	749	768	766	804	754	748	785	766	767	772	+7	+5	
Furniture, home furnishings stores.....	597	609	603	566	584	599	617	587	590	610	603	605	577	+5	+3	
Lumber, building, hardware, farm equipment group ²	1,670	1,717	1,677	1,666	1,680	1,757	1,689	1,625	1,570	1,590	1,599	1,578	1,603	+4	-4	
Lumber yards, building materials dealers ³ ...	1,240	1,260	1,253	1,228	1,276	1,328	1,259	1,208	1,161	1,181	1,184	1,154	1,175	+4	-5	
Lumber yards.....	898	919	919	871	911	934	910	853	823	839	854	830	839	+7	-3	
Automotive group.....	936	948	937	950	949	976	996	865	891	938	827	864	916	+15	+2	
Passenger car dealers (franchised).....	670	666	668	660	669	702	706	605	630	676	592	630	675	+17	+1	
Gasoline service stations.....	444	465	466	462	472	468	488	443	438	449	437	440	457	+10	+4	
INSTALLMENT ACCOUNTS																
United States, total ²	8,262	8,507	8,455	8,490	8,619	8,713	8,898	8,020	8,134	8,261	8,303	8,269	8,243	+11	+2	
Durable-goods stores, total.....	3,084	3,070	3,049	3,057	3,031	3,108	3,179	2,982	3,035	3,101	3,153	3,060	3,081	+7	+2	
Nondurable-goods stores, total.....	5,178	5,437	5,406	5,433	5,588	5,605	5,719	5,038	5,099	5,160	5,150	5,209	5,162	+14	+2	
General merchandise group.....	4,790	5,049	5,020	5,040	5,165	5,264	5,300	4,614	4,696	4,761	4,749	4,797	4,753	+15	+1	
Department stores.....	3,306	3,512	3,486	3,457	3,619	3,608	3,649	3,221	3,283	3,359	3,327	3,353	3,347	+13	+1	
Apparel group.....	312	308	309	308	329	315	329	319	306	308	307	316	321	+3	+4	
Furniture and appliance group.....	1,647	1,619	1,599	1,589	1,563	1,580	1,630	1,512	1,533	1,559	1,561	1,535	1,585	+8	+3	
Furniture, home furnishings stores.....	1,244	1,220	1,214	1,223	1,201	1,214	1,238	1,167	1,192	1,177	1,177	1,164	1,199	+6	+2	
Household appliance, TV, radio stores.....	403	399	385	366	362	366	392	345	341	382	384	371	386	+14	+7	
Automotive group.....	610	620	617	621	634	680	684	656	699	703	674	674	650	+4	+1	
Tire, battery, accessory dealers.....	250	259	279	281	295	313	327	319	306	307	316	312	314	+3	+4	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹ Preliminary estimates, see Explanatory Material, page 21.

² U.S. and group totals include kinds of business not shown separately.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 13.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965							1964							Percent change, July 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July ¹	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1964	June 1965	
TOTAL ACCOUNTS RECEIVABLE	Data NOT ADJUSTED for seasonal variations and holiday differences															
United States, total.....	6,362	6,146	6,081	6,130	6,302	6,439	6,490	5,624	5,667	5,782	5,881	6,021	6,651	+15	+1	
Durable-goods stores, total.....	1,197	1,195	1,211	1,231	1,248	1,324	1,366	1,257	1,257	1,286	1,302	1,278	1,290	+9	+3	
Nondurable-goods stores, total.....	5,165	4,951	4,870	4,899	5,054	5,115	5,124	4,367	4,410	4,496	4,579	4,743	5,361	+17	0	
General merchandise group.....	4,649	4,461	4,389	4,424	4,562	4,631	4,654	3,930	3,982	4,051	4,114	4,273	4,823	+18	0	
Department stores and dry goods, general merchandise stores.....	3,845	3,676	3,619	3,638	3,788	3,815	3,822	3,240	3,290	3,352	3,402	3,510	3,994	+18	0	
Department stores.....	3,451	3,299	3,248	3,257	3,400	3,424	3,430	2,908	2,948	3,007	3,052	3,142	3,585	+18	0	
Apparel group.....	315	291	279	287	291	283	273	260	247	251	272	278	337	+5	-4	
Furniture and appliance group.....	397	395	388	386	387	397	417	364	368	377	382	381	392	+15	+5	
Tire, battery, accessory dealers.....	274	276	285	305	314	357	373	345	336	337	335	337	341	+8	+4	
CHARGE ACCOUNTS																
United States, total.....	1,073	998	968	972	1,017	1,026	995	991	972	981	1,022	1,021	1,163	0	-3	
Durable-goods stores, total.....	298	291	277	299	310	331	330	338	335	344	346	335	313	-2	0	
Nondurable-goods stores, total.....	775	707	691	673	707	695	665	653	637	637	676	686	850	+2	-4	
General merchandise group.....	432	378	362	351	380	376	361	368	350	339	365	373	497	-2	-4	
Department stores and dry goods, general merchandise stores.....	394	343	324	317	331	321	307	314	301	292	317	328	455	-2	-4	
Department stores.....	367	318	300	289	304	293	280	285	271	267	293	303	424	-2	-4	
Apparel group.....	155	142	139	144	143	136	127	125	122	120	132	134	166	+2	-7	
Furniture and appliance group.....	47	47	40	41	40	41	41	42	40	45	47	43	44	-2	0	
INSTALLMENT ACCOUNTS																
United States, total.....	5,289	5,148	5,113	5,158	5,285	5,413	5,495	4,633	4,695	4,801	4,859	5,000	5,488	+19	+2	
Durable-goods stores, total.....	899	904	934	932	938	993	1,036	919	922	942	956	943	977	+13	+4	
Nondurable-goods stores, total.....	4,390	4,244	4,179	4,226	4,347	4,420	4,459	3,714	3,773	3,859	3,903	4,057	4,511	+20	+1	
General merchandise group.....	4,217	4,083	4,027	4,073	4,182	4,255	4,293	3,562	3,632	3,712	3,749	3,900	4,326	+21	+1	
Department stores and dry goods, general merchandise stores.....	3,451	3,333	3,295	3,321	3,457	3,494	3,515	2,926	2,989	3,060	3,085	3,182	3,539	+20	+1	
Department stores.....	3,084	2,981	2,948	2,968	3,096	3,131	3,150	2,623	2,677	2,740	2,759	2,839	3,161	+20	+1	
Apparel group.....	160	149	140	143	148	147	146	135	125	131	140	144	171	+8	-1	
Furniture and appliance group.....	350	348	348	345	347	356	376	322	328	332	335	338	348	+17	+6	
TOTAL ACCOUNTS RECEIVABLE	Data ADJUSTED for seasonal variations and holiday differences															
United States, total.....	5,926	6,236	6,233	6,267	6,402	6,552	6,673	5,799	5,798	5,889	5,970	5,995	6,026	+15	+2	
Durable-goods stores, total.....	1,205	1,242	1,250	1,268	1,268	1,323	1,353	1,238	1,219	1,254	1,290	1,257	1,258	+9	+2	
Nondurable-goods stores, total.....	4,721	4,994	4,983	4,999	5,134	5,229	5,320	4,561	4,579	4,635	4,680	4,738	4,768	+17	+2	
General merchandise group.....	4,237	4,433	4,507	4,526	4,648	4,751	4,833	4,105	4,126	4,165	4,199	4,264	4,295	+18	+2	
Department stores.....	3,110	3,332	3,324	3,313	3,477	3,514	3,548	3,033	3,054	3,105	3,122	3,167	3,198	+17	+1	
Apparel group.....	286	287	277	285	297	287	289	283	273	271	282	284	274	+2	+1	
Furniture and appliance group.....	394	362	387	391	391	404	423	365	372	382	381	378	374	+16	+5	
Tire, battery, accessory dealers.....	285	291	305	320	319	340	343	323	318	322	343	337	333	+6	+1	
CHARGE ACCOUNTS																
United States, total.....	1,015	1,027	1,012	1,020	1,028	1,041	1,032	1,036	1,000	994	1,022	997	1,013	0	-1	
Durable-goods stores, total.....	325	333	302	311	316	327	318	324	311	321	316	316	316	-2	-3	
Nondurable-goods stores, total.....	690	694	710	709	712	714	714	712	689	673	706	681	697	0	0	
General merchandise group.....	368	366	385	387	389	396	403	418	386	354	382	364	382	-4	+2	
Department stores.....	309	306	319	321	311	316	317	327	303	284	308	295	315	-3	0	
Apparel group.....	140	140	139	143	146	137	131	132	139	131	136	140	132	-1	-4	
Furniture and appliance group.....	51	46	41	40	42	41	41	40	41	46	45	43	41	+2	0	
INSTALLMENT ACCOUNTS																
United States, total.....	4,911	5,209	5,221	5,247	5,374	5,511	5,641	4,763	4,798	4,895	4,948	4,998	5,013	+18	+2	
Durable-goods stores, total.....	880	909	948	957	952	996	1,035	914	908	933	974	941	942	+13	+4	
Nondurable-goods stores, total.....	4,031	4,300	4,273	4,290	4,422	4,515	4,606	3,849	3,890	3,962	3,974	4,057	4,071	+20	+2	
General merchandise group.....	3,869	4,133	4,122	4,139	4,259	4,355	4,430	3,687	3,740	3,811	3,818	3,900	3,911	+20	+2	
Department stores.....	2,801	3,026	3,005	2,992	3,166	3,198	3,231	2,707	2,751	2,822	2,815	2,871	2,881	+19	+1	
Apparel group.....	146	147	138	142	151	150	158	151	134	140	146	144	142	+5	+5	
Furniture and appliance group.....	343	316	346	351	349	363	382	325	331	336	336	335	333	+18	+5	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(2) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	B	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	B	a	b	a	a	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business ^a	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar volume sales estimates								
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(²)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(¹)	A	B	(¹)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	-	A	A	B	B	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(²)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(¹)	A	A	(¹)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	-	A	A	A	A	B	A	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(³)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(¹)	a	a	(¹)	a	b	a	a
Eating and drinking places.....	a	a	b	b	b	c	b	b	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	-	a	a	a	a	b	a	a	a
Apparel group.....	b	a	a	b	b	a	a	c	b
Gasoline service stations.....	b	a	a	b	a	a	c	b	a
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(¹) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (²) More than 10.5 percent. (³) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	A	B	B	a	a	a
Indiana.....	B	-	C	B	B	C	b	c	c
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	-	B	B	B	a	a	b
Minnesota.....	B	C	-	B	C	B	a	b	a
Missouri.....	B	-	-	B	B	B	a	a	a
New Jersey.....	B	B	-	B	B	B	a	a	a
New York.....	B	A	A	A	A	A	a	a	a
North Carolina.....	B	C	-	B	C	B	a	b	b
Ohio.....	B	B	C	B	B	C	a	a	a
Pennsylvania.....	B	A	A	A	A	A	a	a	a
Texas.....	B	B	-	B	B	B	a	a	b
Wisconsin.....	B	C	-	B	C	B	a	a	b

Table 19.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

Area	Percent change over 2 consecutive months			Area	Percent change over 2 consecutive months		
	Total	Nondurable	GAF		Total	Nondurable	GAF
Standard Consolidated Areas				Detroit, Mich.....	b	a	b
Chicago, Ill.-Northwestern Ind.....	s	a	b	Houston, Tex.....	s	a	b
New York-Northeastern N.J.....	s	s	a	Kansas City, Mo.-Kans.....	b	a	a
Standard Metropolitan Statistical Areas				Los Angeles-Long Beach, Calif.....	a	a	b
Baltimore, Md.....	b	a	b	Minneapolis-St. Paul, Minn.....	a	a	a
Boston, Mass.....	a	b	b	Newark, N.J.....	b	a	b
Buffalo, N.Y.....	a	b	b	New York, N.Y.....	a	a	a
Chicago, Ill.....	s	s	b	Paterson-Clifton-Passaic, N.J.....	b	b	a
Cleveland, Ohio.....	a	a	a	Philadelphia, Pa.-N.J.....	b	a	b
Dallas, Tex.....	a	a	b	Pittsburgh, Pa.....	b	a	a
				St. Louis, Mo.-Ill.....	b	a	b
				San Francisco-Oakland, Calif.....	a	a	a
				Seattle, Wash.....	b	a	a
				Washington, D.C.-Md.-Va.....	a	a	a

Table 20.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume sales estimates			Percent change from same month a year ago		
	Total	Nondurable	GAF	Total	Nondurable	GAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B	B	B
New York-Northeastern New Jersey.....	B	A	B	B	A	B
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	B	B	B	B	B
Detroit, Mich.....	B	C	B	B	C	B
Los Angeles-Long Beach, Calif.....	B	A	B	B	A	B
New York, N.Y.....	B	A	B	B	A	B
Philadelphia, Pa.-N.J.....	B	B	B	B	B	B

Table 21.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.5	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(2) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	ALL STORES												GROUP II STORES											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Non-durable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	82.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.8	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.2	96.5	106.7	94.9	106.3	101.5	91.0	97.4	99.5	100.4	98.5	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	76.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	92.4	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.0	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	37.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	28.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	83.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.2	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	93.4	95.9	93.7	97.6	103.7	205.9
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	189.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.4	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	74.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the survey trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

(NA) Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLE OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JANUARY 1965-DECEMBER 1965

Kind of business	1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	101.9	96.7	96.8	98.7	100.3	100.2	99.5	99.6	99.4	99.8	99.9	106.6
Durable-goods stores, total.....	97.1	93.8	94.8	96.8	99.8	101.6	102.9	103.5	102.5	103.1	100.7	103.1
Nondurable-goods stores, total.....	105.9	99.0	98.5	100.1	100.8	99.1	97.0	96.9	96.6	97.5	99.3	109.6
Food group.....	98.7	97.0	98.1	95.8	98.2	99.1	101.1	105.2	104.4	101.9	98.8	102.2
General merchandise group.....	108.7	99.2	97.4	97.8	98.5	97.1	96.8	96.3	97.3	97.9	100.2	112.4
Department stores.....	110.5	99.1	97.0	97.5	98.1	97.7	96.9	97.0	97.2	98.5	99.9	113.8
Mail order houses (department store merchandise).....	103.7	97.7	97.9	97.7	100.0	97.3	95.8	96.9	96.2	97.7	100.8	109.1
Apparel group.....	109.5	99.2	100.2	100.7	96.6	95.9	91.5	91.9	95.9	99.4	100.7	121.4
Women's ready-to-wear stores.....	106.6	98.2	103.9	104.8	99.5	95.5	87.8	89.7	95.3	99.4	99.8	120.6
Furniture and appliance group.....	102.6	100.2	98.3	97.4	100.2	99.8	98.2	99.2	99.6	99.7	99.2	107.8
Furniture, home furnishings stores.....	103.2	100.1	98.1	97.5	100.1	99.1	97.6	99.6	102.2	101.9	98.9	106.8
Furniture stores.....	104.6	100.2	98.7	97.2	100.5	99.9	97.3	101.4	100.4	99.6	98.7	106.5
Household appliance, TV, radio stores.....	100.0	99.9	97.9	98.3	101.0	102.3	98.2	97.4	96.7	97.9	101.6	109.1
Household appliance dealers.....	99.4	99.7	99.4	96.9	100.8	102.6	100.3	96.4	94.4	95.9	101.4	108.5
Lumber, building, hardware, farm equipment group.....	88.6	86.7	88.8	95.7	100.4	102.6	108.4	109.5	108.9	110.5	102.3	94.0
Lumber yards, building materials dealers.....	90.0	87.4	87.1	95.3	99.5	99.9	106.1	108.9	109.3	111.5	105.7	94.9
Lumber yards.....	89.3	87.4	85.7	95.4	100.0	102.8	107.8	109.5	109.2	110.9	104.2	94.2
Automotive group.....	96.5	92.9	95.7	98.8	101.2	103.2	103.7	102.5	99.5	100.7	101.5	103.3
Passenger car dealers (franchised).....	97.3	93.0	96.3	100.6	101.4	101.2	101.4	101.4	97.9	101.9	101.6	104.4
Tire, battery, accessory dealers.....	95.0	92.8	94.2	94.0	100.2	106.7	108.4	104.2	102.6	98.7	101.4	102.3
Gasoline service stations.....	96.9	94.0	98.4	100.1	102.6	104.0	100.6	101.4	100.2	101.8	101.6	96.0
CHARGE ACCOUNTS												
United States, total.....	99.0	94.9	95.4	99.2	101.8	100.6	99.8	100.2	99.9	101.1	101.0	105.8
Durable-goods stores, total.....	93.6	90.0	91.6	96.6	100.7	102.0	104.3	104.9	104.0	106.3	102.7	101.1
Nondurable-goods stores, total.....	104.1	99.4	98.9	101.6	102.9	99.2	95.9	96.1	95.2	96.3	99.3	109.8
General merchandise group.....	112.3	101.4	95.2	94.9	99.1	95.4	91.8	93.2	94.0	95.6	101.2	126.2
Department stores.....	115.1	101.6	94.0	93.0	98.3	93.7	92.0	91.7	91.7	94.6	100.8	131.2
Apparel group.....	109.8	98.1	99.7	100.8	95.3	94.5	90.1	91.1	96.2	100.3	103.2	125.6
Furniture and appliance group.....	102.1	98.8	96.6	97.8	99.4	100.2	97.8	99.1	99.9	102.5	103.0	108.5
Furniture, home furnishings stores.....	101.7	97.1	94.8	99.7	100.8	99.2	96.4	99.7	102.7	104.1	102.6	108.3
Lumber, building, hardware, farm equipment group.....	87.7	85.4	87.1	95.1	101.2	102.6	108.9	110.3	109.3	111.8	103.3	93.7
Lumber yards, building materials dealers.....	89.2	86.4	86.2	94.9	99.4	100.1	106.7	109.0	109.3	111.6	106.2	94.9
Lumber yards.....	88.3	86.4	84.8	94.6	99.9	103.3	108.2	109.8	108.8	110.9	104.7	94.1
Automotive group.....	97.8	93.7	95.6	98.9	102.7	102.7	101.6	99.4	98.0	106.0	102.4	102.0
Passenger car dealers (franchised).....	99.4	95.0	96.7	101.5	102.3	101.2	100.2	99.1	96.3	101.3	101.5	102.9
Gasoline service stations.....	96.7	94.4	98.2	100.2	102.5	104.0	100.7	101.7	100.3	101.9	101.4	95.8
INSTALLMENT ACCOUNTS												
United States, total.....	105.0	98.5	98.4	98.0	98.8	100.0	99.0	99.3	99.2	98.7	98.8	107.6
Durable-goods stores, total.....	101.4	98.4	98.7	97.1	98.7	101.1	100.8	101.5	101.5	99.0	98.3	105.2
Nondurable-goods stores, total.....	107.6	98.6	98.1	98.6	98.8	99.1	97.9	97.6	97.7	98.4	99.4	109.2
General merchandise group.....	107.8	98.6	98.0	98.6	98.4	97.6	97.8	97.7	98.0	98.6	100.0	109.6
Department stores.....	109.1	98.3	97.9	99.0	98.0	99.0	98.3	98.1	98.3	99.3	99.5	109.4
Apparel group.....	108.8	102.2	101.4	100.3	99.9	99.6	95.1	94.6	94.9	97.6	94.4	111.0
Furniture and appliance group.....	102.7	100.8	99.1	97.2	100.6	99.5	98.4	99.3	99.6	98.3	97.5	105.9
Furniture, home furnishings stores.....	103.9	101.4	99.5	96.5	99.8	99.0	98.2	100.1	99.4	98.4	97.4	106.1
Household appliance, TV, radio stores.....	98.9	98.7	98.0	99.7	103.6	101.4	98.5	99.0	99.7	97.8	98.9	104.6
Automotive group.....	94.7	92.0	95.8	98.7	99.3	103.9	105.5	105.3	101.5	100.0	102.7	103.9
Tire, battery, accessory dealers.....	97.2	95.7	94.6	95.0	96.2	105.8	107.5	106.0	103.9	96.9	100.2	101.9
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total.....	107.0	98.5	97.5	97.7	98.5	98.3	97.4	98.2	98.5	98.7	100.1	109.6
Durable-goods stores, total.....	99.4	96.2	96.6	97.0	98.4	100.2	101.1	102.8	103.3	102.3	101.7	103.4
Nondurable-goods stores, total.....	109.5	99.2	97.7	97.9	98.5	97.8	97.6	98.3	98.9	99.9	101.2	111.5
General merchandise group.....	109.9	99.3	97.3	97.5	98.1	97.4	97.8	98.9	99.4	99.8	101.3	110.8
Department stores.....	111.3	99.2	97.6	98.0	97.8	97.2	97.9	98.7	99.5	100.7	101.2	112.3
Apparel group.....	110.0	101.1	100.7	100.6	98.0	98.4	94.6	91.7	93.0	96.7	98.6	119.5
Furniture and appliance group.....	100.9	100.2	100.3	98.7	98.8	98.4	98.5	97.9	99.0	99.8	100.3	104.2
Tire, battery, accessory dealers.....	96.1	94.7	93.5	95.4	98.3	104.9	108.6	105.9	103.2	98.8	101.8	101.9
CHARGE ACCOUNTS												
United States, total.....	105.5	97.0	95.4	95.3	98.8	98.7	96.7	97.7	98.4	100.4	101.2	114.5
Durable-goods stores, total.....	91.8	87.5	91.7	96.1	98.0	101.3	103.9	107.3	107.9	109.4	106.3	99.3
Nondurable-goods stores, total.....	112.3	101.8	97.3	94.9	99.3	97.4	93.2	92.3	93.1	96.2	98.9	121.9
General merchandise group.....	117.5	103.3	94.0	90.8	97.6	95.0	89.5	90.0	92.9	95.5	101.2	131.0
Department stores.....	118.9	103.9	94.1	90.1	97.7	92.7	88.4	88.3	89.9	94.6	99.2	136.3
Apparel group.....	110.6	101.1	99.7	100.5	98.2	99.1	96.9	90.6	92.5	96.4	96.8	120.8
Furniture and appliance group.....	92.9	101.4	97.2	102.1	94.8	100.1	100.3	95.2	97.8	102.5	100.7	107.2
INSTALLMENT ACCOUNTS												
United States, total.....	107.4	98.9	98.0	98.2	98.4	98.3	97.5	98.1	98.3	98.4	100.0	109.1
Durable-goods stores, total.....	102.2	99.4	98.5	97.4	98.5	99.7	100.1	100.5	101.2	99.8	100.4	105.0
Nondurable-goods stores, total.....	108.9	98.7	97.8	98.5	98.3	97.9	96.8	97.6	97.9	98.6	100.5	110.9
General merchandise group.....	109.0	98.8	97.7	98.4	98.2	97.7	96.9	97.8	97.9	98.6	100.5	110.5
Department stores.....	110.1	98.5	98.1	99.2	97.8	97.9	97.5	98.5	99.3	99.5	100.3	110.9
Apparel group.....	109.4	101.1	101.6	100.8	97.8	97.7	92.6	92.5	93.5	97.1	100.0	117.8
Furniture and appliance group.....	101.9	110.0	100.7	98.3	99.3	98.2	98.4	98.4	99.1	99.3	100.3	104.2

Note: The adjustment factors shown in this table for the months of January through June have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for July through December are based on additional data through April 1965.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64
Drug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58
Liquor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06
	GROUP II STORES											
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00
Drug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

\bar{U} is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

\bar{S} is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

\bar{CI} is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

\bar{I} is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

\bar{C} is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

\bar{I}/\bar{C} is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.86 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and 10.21 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.67 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately $\frac{1}{2}$ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	OT	T	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
TOTAL ACCOUNTS RECEIVABLE	All Stores											
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.73	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
TOTAL ACCOUNTS RECEIVABLE	Group II Stores											
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.64	3	2.10	1.76	9.29	4.85
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.71
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES

NORTH CENTRAL STATES

THE SOUTH

THE WEST

New England Division

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division

New York
New Jersey
Pennsylvania

East North Central Division

Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

South Atlantic Division

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division

Kentucky
Tennessee
Alabama
Mississippi

West South Central Division

Arkansas
Louisiana
Oklahoma
Texas

Mountain Division

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division

Washington
Oregon
California
Alaska
Hawaii

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Pateron-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

PAID
ING OFF

CAPITAL EXPENDITURES OF TRADE AND SERVICE
ESTABLISHMENTS IN THE UNITED STATES: 1963

Capital Expenditures: 1963, has been issued by the Bureau of the Census and is available from the Bureau at 25¢ per copy. Single copies are available free of charge for individuals or organizations that furnished data for the survey; Federal, State and local government agencies; public, educational and selected scientific libraries; nonprofit civic, research, and trade associations; members of Congress for their personal use; foreign and international statistical agencies on an exchange basis; and embassies. All correspondence regarding this report should be directed to the Bureau of the Census, Washington, D.C., 20233.

381
Un331rs 2

Comm



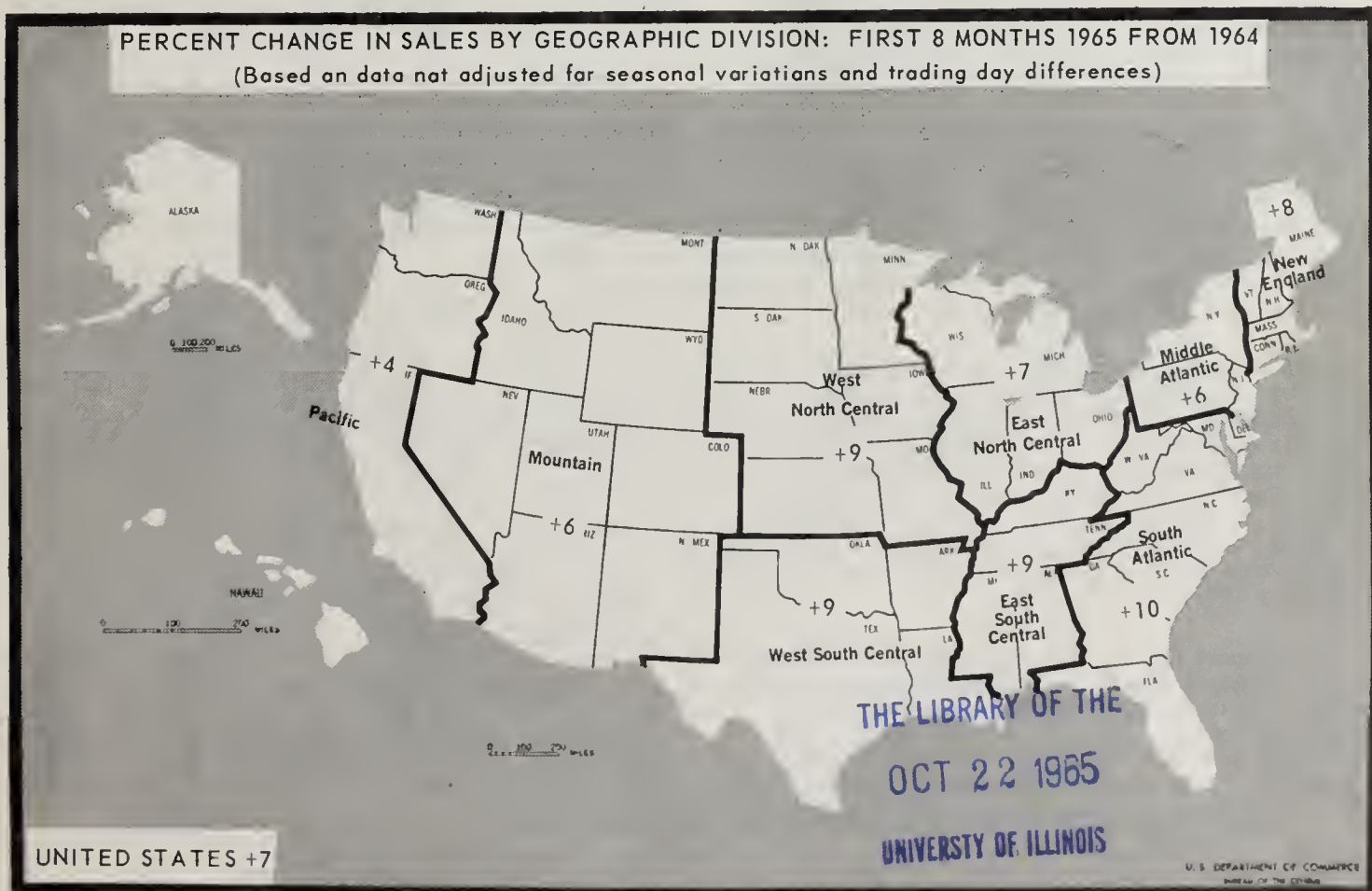
For release
September 11, 1965

BR-65-8

SALES AND ACCOUNTS RECEIVABLE OF RETAIL STORES, BY KIND OF BUSINESS AUGUST 1965

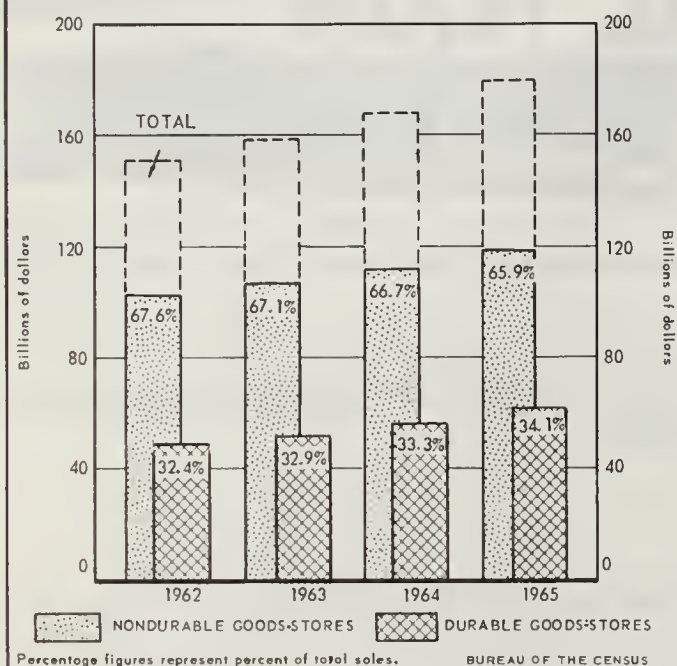
SALES United States
Regions and Geographic Divisions
Selected Large States and Standard Metropolitan Statistical Areas

ACCOUNTS RECEIVABLE United States
Charge Account Balances
Installment Account Balances



SALES OF ALL RETAIL STORES— FIRST 8 MONTHS 1962 THROUGH 1965

[Not adjusted for seasonal variations or trading day differences]



SALES

Total sales of all retail stores in the United States during August 1965 were estimated at \$23.1 billion, 4 percent below sales estimated for July 1965 but 6 percent above August 1964. After adjustment for seasonal variations but not for price changes, August 1965 sales amounted to \$23.7 billion little changed from July 1965 but 6 percent higher than August a year ago. August 1965 adjusted sales of durable-goods stores were virtually unchanged from the previous month but 8 percent above August 1964. Adjusted sales of nondurable-goods stores for August 1965 showed a small change from July 1965 but were 5 percent ahead of August 1964.

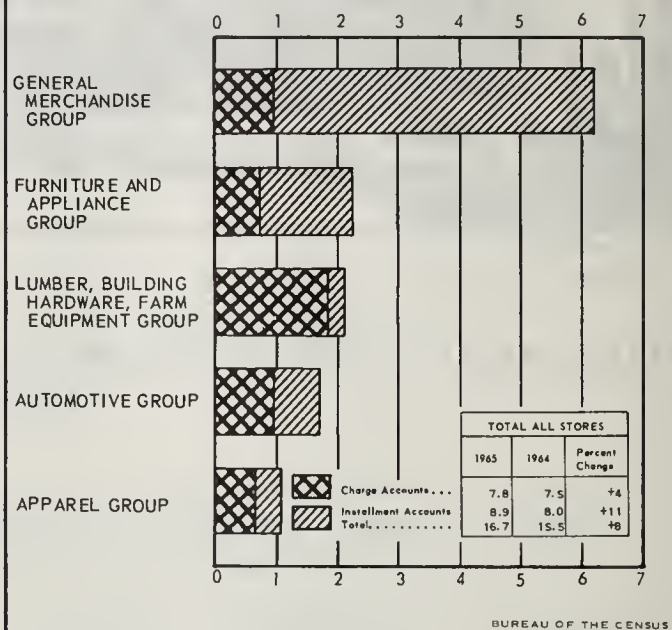
Based on adjusted data in the durable-goods store category, the furniture and appliance group and lumber, building, hardware and farm equipment group were little changed from July 1965 while the automotive group decreased 1 percent from the previous month. In the nondurable-goods category, a 1 percent decrease from July 1965 was reported for eating and drinking places, the general merchandise and apparel groups while the food group was virtually unchanged from July 1965.

In a comparison of sales with August 1964, adjusted sales increased for all major kind-of-business groups with the exception of the apparel group which declined 2 percent. In the durable-goods category, the increases were led by the automotive group, up 10 percent; followed by the lumber, building, hardware and farm equipment group, up 9 percent; and the

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—AUGUST 1965

[Not adjusted for seasonal variations and holiday differences]

(Billions of dollars)



furniture and appliance group, up 3 percent. In the nondurable-goods category, eating and drinking places increased 10 percent and the food and general merchandise groups each increased 6 percent.

Based on unadjusted data, the four regions of the United States had total sales of all retail stores for August 1965 and comparisons with the corresponding month a year ago, as follows: the Northeastern States—\$5.6 billion, up 3 percent; the North Central States—\$6.8 billion, up 7 percent; the South—\$6.5 billion, up 10 percent; and the West—\$4.1 billion, up 2 percent.

For the five largest standard metropolitan statistical areas, the total unadjusted retail sales for all stores for August 1965 and comparisons with August 1964 were: New York—\$1.3 billion, up 2 percent; Los Angeles-Long Beach—\$1.0 billion, down 6 percent; Chicago—\$0.9 billion, up 7 percent; Detroit—\$0.5 billion, up 7 percent; and Philadelphia—\$0.5 billion, up 5 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16.7 billion in total accounts receivable balances owed by customers as of August 31, 1965. After adjustment for seasonal variations but not for price changes, total receivable balances were virtually unchanged from the July 1965 level but were 7 percent above August 1964. Compared with August 1964, adjusted installment account balances increased 10 percent and adjusted charge account balances increased 4 percent.

MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES FOR THE UNITED STATES

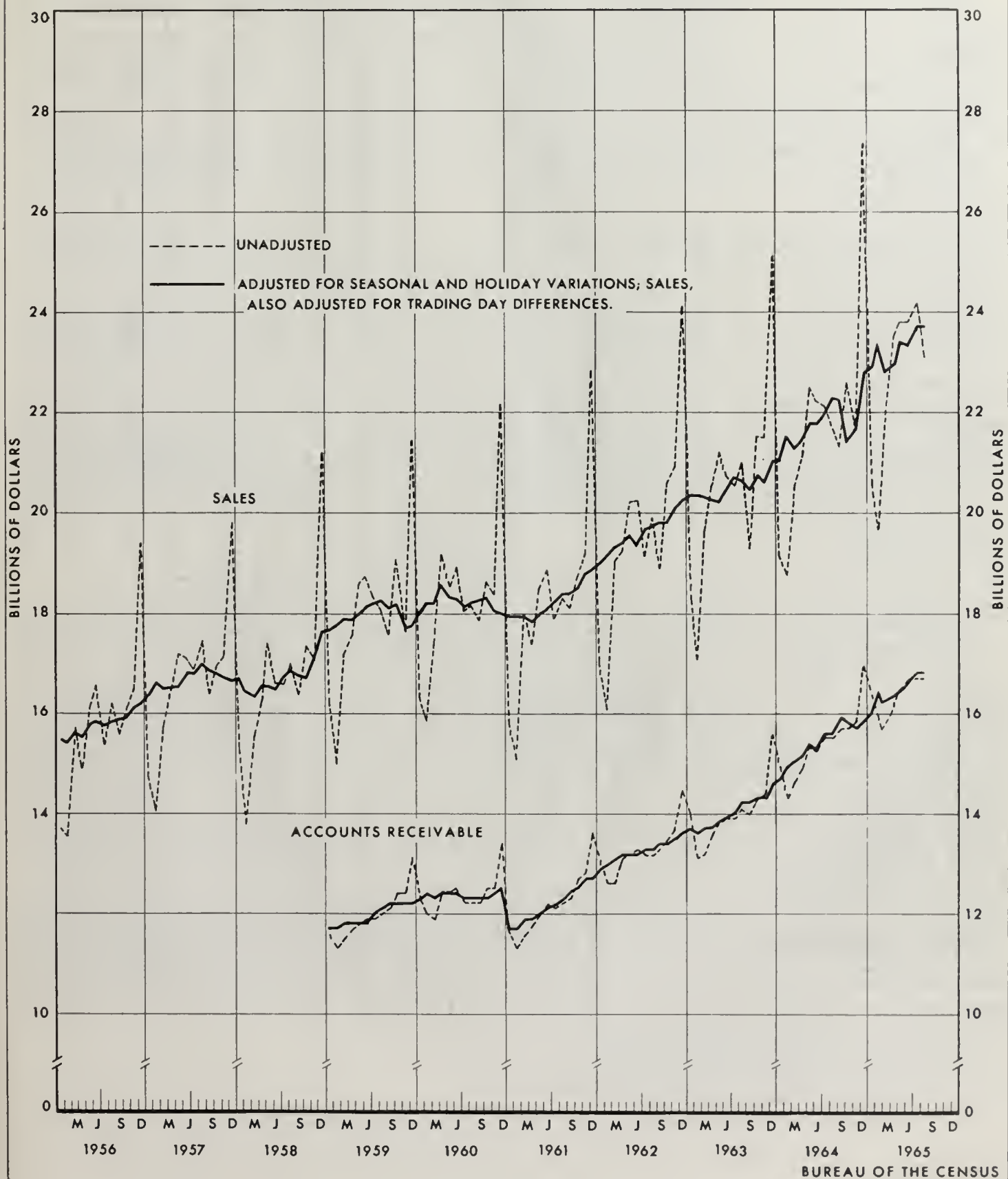


Table 1.—ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965								1964					Total 8 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total ²	20,581	19,608	21,915	23,525	23,820	23,825	24,129	23,098	21,778	21,313	22,605	21,720	27,719	180,501	168,273
Durable-goods stores, total.....	6,665	6,664	7,709	8,061	8,225	8,451	8,154	7,590	7,011	6,893	7,133	6,813	8,201	61,519	56,076
Nondurable-goods stores, total.....	13,916	12,944	14,206	15,464	15,595	15,374	15,975	15,508	14,767	14,420	15,472	14,907	19,518	118,982	112,197
Food group ²	5,242	4,854	5,158	5,381	5,441	5,422	5,983	5,427	5,283	5,099	5,528	5,017	5,762	42,908	40,785
Grocery stores.....	4,786	4,405	4,684	4,886	4,926	4,902	5,427	4,891	4,780	4,612	5,031	4,546	5,208	38,907	36,876
Meat markets.....	121	115	121	125	129	132	141	131	123	117	128	113	130	1,015	1,012
Bakery products stores.....	95	90	97	96	92	94	90	87	94	92	99	96	106	741	741
Eating and drinking places.....	1,559	1,453	1,595	1,699	1,818	1,852	2,001	1,997	1,805	1,671	1,688	1,568	1,658	13,974	12,816
Eating places.....	1,114	1,036	1,152	1,233	1,330	1,367	1,476	1,486	1,308	1,204	1,207	1,118	1,170	10,194	9,110
Restaurants, cafeterias, lunchrooms.....	937	867	954	1,004	1,054	1,082	1,170	1,181	1,047	976	989	921	975	8,249	7,404
Drinking places.....	445	417	443	466	488	485	525	511	497	467	481	450	488	3,780	3,706
General merchandise group ²	2,094	1,998	2,391	2,779	2,744	2,682	2,608	2,789	2,591	2,550	2,801	3,021	5,048	20,085	18,301
Department stores and dry goods, general merchandise stores.....	1,549	1,427	1,731	2,026	2,010	1,975	1,908	2,038	1,865	1,857	2,056	2,180	3,673	14,664	13,174
Department stores.....	1,254	1,159	1,418	1,649	1,646	1,618	1,551	1,661	1,513	1,519	1,668	1,761	2,977	11,956	10,706
Variety stores.....	311	333	371	456	442	427	431	446	421	400	430	473	901	3,217	2,965
Mail order houses (department store merchandise).....	135	147	192	194	189	179	168	207	195	189	209	262	341	1,411	1,339
Apparel group ²	1,100	917	1,072	1,411	1,281	1,229	1,166	1,193	1,209	1,289	1,376	1,355	2,324	9,369	9,223
Men's, boys' wear stores ³	231	181	193	257	248	260	229	218	220	234	269	273	523	1,817	1,729
Men's, boys' clothing, furnishings stores.....	224	176	187	248	242	254	225	215	214	229	261	265	513	1,771	1,675
Women's apparel, accessory stores ⁴	439	378	448	555	511	468	452	461	463	497	547	539	924	3,712	3,608
Women's ready-to-wear stores.....	382	331	395	486	447	405	390	400	402	435	480	474	806	3,236	3,127
Family clothing stores.....	201	168	194	261	246	241	238	252	249	250	281	270	473	1,801	1,796
Shoe stores.....	183	152	190	276	226	212	194	201	212	235	215	210	306	1,634	1,667
Furniture and appliance group.....	953	903	1,000	1,000	1,045	1,110	1,136	1,142	1,111	1,088	1,182	1,169	1,488	8,289	8,166
Furniture, home furnishings stores.....	631	598	665	671	700	746	765	765	735	696	776	752	890	5,541	5,348
Furniture stores.....	464	423	477	482	515	556	574	576	552	508	569	550	680	4,067	3,891
Household appliance, TV, radio stores.....	322	305	335	329	345	364	371	377	376	392	406	417	598	2,748	2,818
Household appliance dealers.....	228	219	243	242	262	280	282	284	274	285	287	294	417	2,040	2,051
Lumber, building, hardware, farm equipment group.....	957	955	1,158	1,427	1,583	1,600	1,565	1,523	1,389	1,397	1,449	1,241	1,242	10,768	10,305
Lumber yards, building materials dealers ⁵	553	528	636	759	854	920	937	910	823	814	871	743	643	6,097	5,790
Lumber yards.....	356	335	413	494	552	615	629	610	555	544	591	489	412	4,004	3,821
Hardware stores.....	190	169	193	240	264	255	256	237	229	231	247	252	349	1,804	1,704
Automotive group.....	4,219	4,247	4,958	5,036	4,984	5,071	4,800	4,267	3,853	3,728	3,858	3,713	4,370	37,582	32,822
Passenger car, other automotive dealers.....	4,032	4,069	4,744	4,780	4,711	4,793	4,523	4,008	3,611	3,503	3,614	3,471	4,057	35,660	30,861
Passenger car dealers ⁶	3,944	3,973	4,614	4,604	4,518	4,576	4,289	3,792	3,436	3,385	3,486	3,357	3,947	34,310	29,874
Passenger car dealers (franchised).....	3,641	3,657	4,240	4,233	4,172	4,237	3,960	3,496	3,157	3,124	3,193	3,069	3,677	31,636	27,492
Tire, battery, accessory dealers.....	187	178	214	256	273	278	277	259	242	225	244	242	313	1,922	1,851
Gasoline service stations.....	1,679	1,561	1,698	1,769	1,847	1,899	1,967	1,944	1,801	1,701	1,761	1,712	1,790	14,364	13,331
Drug and proprietary stores.....	716	692	731	736	749	744	764	750	708	701	724	689	966	5,882	5,505
Drug stores.....	691	669	705	707	719	716	731	719	679	667	691	661	930	5,657	5,314
Liquor stores.....	455	433	448	482	506	493	538	488	489	475	510	518	770	3,843	3,686
Data ADJUSTED for seasonal variations and trading day differences															
United States, total ²	22,900	23,317	22,805	22,865	23,352	23,331	23,743	23,653	22,266	22,254	21,383	21,661	22,781	185,966	172,899
Durable-goods stores, total.....	7,855	7,966	7,669	7,550	7,703	7,760	7,922	7,891	7,324	7,541	6,496	6,695	7,645	62,316	56,670
Nondurable-goods stores, total.....	15,045	15,351	15,136	15,315	15,649	15,571	15,821	15,762	14,942	14,713	14,887	14,966	15,136	123,650	116,229
Food group.....	5,192	5,338	5,301	5,400	5,405	5,489	5,546	5,541	5,234	5,250	5,229	5,258	5,409	43,212	40,929
Grocery stores.....	4,714	4,841	4,809	4,910	4,904	4,978	5,015	5,012	4,743	4,755	4,736	4,774	4,913	39,183	36,996
Eating and drinking places.....	1,704	1,720	1,699	1,741	1,767	1,749	1,814	1,801	1,633	1,600	1,637	1,609	1,653	13,995	12,843
General merchandise group ²	2,832	2,848	2,801	2,781	2,913	2,795	2,912	2,885	2,734	2,591	2,664	2,738	2,762	22,767	20,705
Department stores.....	1,715	1,712	1,666	1,676	1,753	1,666	1,757	1,732	1,630	1,516	1,568	1,580	1,600	13,677	12,222
Variety stores.....	439	456	454	432	472	462	467	469	439	427	429	466	442	3,651	3,372
Mail order houses (department store mdse.)..	193	196	208	197	210	205	216	207	205	192	198	191	196	1,632	1,545
Apparel group ²	1,327	1,335	1,261	1,253	1,326	1,305	1,347	1,332	1,363	1,285	1,301	1,310	1,300	10,486	10,337
Men's, boys' wear stores ³	258	265	253	254	263	254	260	266	269	261	259	261	257	2,073	1,971
Women's apparel, accessory stores ⁴	531	531	513	499	519	517	527	516	519	504	512	517	518	4,153	4,035
Shoe stores.....	223	219	210	205	224	216	213	212	224	206	210	229	226	1,722	1,761
Furniture and appliance group.....	1,103	1,081	1,094	1,086	1,085	1,107	1,135	1,131	1,094	1,067	1,088	1,098	1,113	8,822	8,664
Furniture, home furnishings stores.....	748	715	720	706	720	742	765	747	719	679	703	701	702	5,863	5,652
Household appliance, TV, radio stores.....	355	366	374	380	365	365	370	384	375	388	385	397	411	2,959	3,012
Lumber, building, hardware, farm equipment group.....	1,377	1,352	1,303	1,337	1,434	1,392	1,384	1,388	1,273	1,285	1,273	1,256	1,310	10,967	10,427
Lumber yards, building materials dealers ⁵	805	756	746	738	791	808	804	778	711	729	741	721	742	6,226	5,905
Hardware stores.....	245	235	224	230	239	234	245	242	227	237	242	261	262	1,894	1,757
Automotive group.....	4,709	4,855	4,592	4,455	4,538	4,584	4,720	4,685	4,259	4,531	3,495	3,685	4,588	37,138	32,292
Passenger car, other automotive dealers.....	4,470	4,608	4,352	4,204	4,279	4,341	4,474	4,429	4,025	4,301	3,265	3,428	4,344	35,157	30,375
Tire, battery, accessory dealers.....	239	247	240	251	259	243	246	256	234	230	230	257	244	1,981	1,917
Gasoline service stations.....	1,749	1,798	1,774	1,798	1,818	1,829	1,835	1,839	1,690	1,695	1,722	1,738	1,755	14,440	13,326
Drug and proprietary stores.....	734	745	748	760	749	758	776	774	722	734	739	724	731	6,044	5,633
Liquor stores.....	499	515	504	512	525	521	522	504	494	499	503	509	508	4,102	3,917

Note: Sampling variabilities for unadjusted data shown in table 13, page 14.

¹Preliminary estimates, see Explanatory Material, page 21.²U.S. and group totals include kinds of business not shown separately.³Includes men's, boys' clothing, furnishings stores and custom tailors.⁴Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶Includes both franchised and nonfranchised car dealers.

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	August 1965 from--		8 mos. 1965 from 8 mos. 1964		August 1965 from--		8 mos. 1965 from 8 mos. 1964
	August 1964	July 1965			August 1964	July 1965	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+6	-4	+7	Furniture and appliance group.....	+3	+1	+2
Durable-goods stores, total.....	+8	-7	+10	Furniture stores.....	+4	0	+5
Nondurable-goods stores, total.....	+5	-3	+6	Floor coverings stores*.....	-6	0	-1
Food group.....	+3	-9	+5	Household appliance, TV, radio stores.....	0	+2	-2
Grocery stores.....	+2	-10	+6	Household appliance stores.....	+4	+1	-1
Meat markets.....	+6	-10	0	TV, radio stores*.....	-9	+4	-8
Fruit stores, vegetable markets*.....	+15	-7	-1	Lumber, building, hardware, farm equip. group....	+10	-3	+4
Candy, nut, confectionery stores*.....	+22	+2	+19	Lumber, building materials dealers.....	+11	-3	+5
Bakery products stores.....	-7	-3	0	Lumber yards.....	+10	-3	+5
Delicatessen stores*.....	+14	+14	+3	Paint, glass, wallpaper stores*.....	+9	-6	+8
Eating and drinking places.....	+11	0	+9	Heating and plumbing equipment dealers*.....	-6	-9	-22
Eating places.....	+14	+1	+12	Hardware stores.....	+3	-7	+6
Restaurants, cafeterias, lunchrooms.....	+13	+1	+11	Farm equipment dealers*.....	+12	+2	+2
Drinking places.....	+3	-3	+2	Automotive group.....	+11	-11	+14
General merchandise group.....	+8	+7	+10	Passenger car dealers.....	+10	-12	+15
Department stores and dry goods, general	+9	+7	+11	Passenger car dealers (franchised).....	+11	-12	+15
merchandise stores.....	+10	+7	+12	Tire, battery, accessory dealers.....	+7	-6	+4
Department stores.....	+6	+3	+8	Gasoline service stations.....	+8	-1	+8
Variety stores.....	+6	+23	+5	Fuel, fuel oil dealers*.....	+6	+11	+10
Mail order houses (department store	+6			Fuel dealers, except fuel oil*.....	-6	+18	+4
merchandise).....				Fuel oil dealers*.....	+19	+5	+14
Apparel group.....	-1	+2	+2	Drug and proprietary stores.....	+6	-2	+7
Men's, boys' clothing, furnishings stores.....	-1	-4	+6	Drug stores.....	+6	-2	+6
Men's, boys' clothing stores*.....	+1	-4	+6	Liquor stores.....	0	-9	+4
Men's, boys' furnishings stores*.....	-2	-7	+1	Jewelry stores*.....	+5	-1	+8
Women's ready-to-wear stores.....	0	+3	+3	Florists*.....	+8	-4	+11
Family clothing stores.....	+1	+6	0	Book stores*.....	(NA)	0	(NA)
Women's apparel, accessory, specialty stores*..	-2	-8	-3	Stationery stores*.....	-4	+4	-7
Shoe stores.....	-5	+4	-2	Music stores*.....	+29	+3	+20
				Camera, photographic supply stores*.....	-16	-16	-7
				Optical goods stores*.....	+21	+5	+15
				Typewriter stores*.....	-31	0	-36

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	August 1965 from--		8 mos. 1965 from 8 mos. 1964		August 1965 from--		8 mos. 1965 from 8 mos. 1964
	August 1964	July 1965			August 1964	July 1965	

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+6	0	+8	Furniture and appliance group.....	+3	0	+2
Durable-goods stores, total.....	+8	0	+10	Furniture, home furnishings stores.....	+4	-2	+4
Nondurable-goods stores, total.....	+5	0	+6	Household appliance, TV, radio stores.....	+2	+4	-2
Food group.....	+6	0	+6	Lumber, building, hardware, farm equip. group....	+9	0	+5
Grocery stores.....	+6	0	+6	Lumber, building materials dealers.....	+9	-3	+5
Eating and drinking places.....	+10	-1	+9	Hardware stores.....	+7	-1	+8
General merchandise group.....	+6	-1	+10	Automotive group.....	+10	-1	+15
Department stores.....	+6	-1	+12	Passenger car and other automotive dealers.....	+10	-1	+16
Variety stores.....	+7	0	+8	Tire, battery, accessory dealers.....	+9	+4	+3
Mail order houses (department store	+1	-4	+6	Gasoline service stations.....	+9	0	+8
merchandise).....				Drug and proprietary stores.....	+7	0	+7
Apparel group.....	-2	-1	+1	Liquor stores.....	+2	-3	+5
Men's, boys' wear stores.....	-1	+2	+5				
Women's apparel, accessory stores.....	-1	-2	+3				
Shoe stores.....	-5	0	-2				

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of businesses with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

(NA) Not available.

Table 3.—ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)															
Kind of business	1965								1964				Total 8 months		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,699	4,368	4,972	5,594	5,507	5,446	5,641	5,450	5,202	5,133	5,637	5,451	7,734	41,677	39,236
Durable-goods stores, total.....	322	311	374	419	437	459	451	449	444	438	436	452	560	3,222	3,146
Nondurable-goods stores, total.....	4,377	4,057	4,598	5,175	5,070	4,987	5,190	5,001	4,758	4,695	5,201	4,999	7,174	38,455	36,090
Food group.....	2,184	2,011	2,140	2,290	2,232	2,180	2,444	2,105	2,082	2,063	2,359	2,041	2,417	17,586	16,754
Grocery stores ¹	2,125	1,952	2,081	2,222	2,163	2,111	2,374	2,036	2,021	1,999	2,293	1,981	2,332	17,064	16,298
Eating and drinking places.....	115	111	126	132	140	144	147	148	138	129	127	120	123	1,063	947
General merchandise group.....	1,375	1,286	1,580	1,868	1,863	1,833	1,790	1,930	1,756	1,717	1,877	2,004	3,358	13,525	12,419
Department stores and dry goods, general merchandise stores.....	1,01	704	1,134	1,353	1,357	1,339	1,300	1,401	1,261	1,243	1,360	1,426	2,377	9,804	8,913
Department stores.....	887	793	994	1,175	1,184	1,165	1,128	1,210	1,089	1,079	1,182	1,247	2,089	8,536	7,764
Variety stores.....	229	246	280	345	336	328	328	342	320	305	330	350	675	2,434	2,268
Apparel group.....	263	225	290	406	349	338	304	328	329	341	361	367	626	2,503	2,450
Men's, boys' wear stores ²	28	22	25	36	34	33	28	26	25	28	36	37	67	232	219
Women's apparel, accessory stores ³	106	93	124	162	147	138	130	138	143	140	153	161	272	1,031	1,031
Women's ready-to-wear stores.....	98	86	115	149	135	127	120	129	133	130	141	150	250	959	949
Shoe stores.....	74	65	81	124	97	96	81	88	91	103	90	91	147	706	711
Furniture and appliance group.....	86	84	102	104	108	114	107	110	104	108	111	117	146	815	764
Tire, battery, accessory dealers.....	80	74	89	108	115	118	117	110	101	93	104	102	142	811	755
Drug and proprietary stores.....	149	145	162	167	169	171	177	171	151	154	160	155	252	1,311	1,175
Liquor stores.....	95	93	101	104	108	103	115	102	103	100	112	114	184	821	781

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,367	5,439	5,397	5,470	5,619	5,563	5,654	5,694	5,366	5,296	5,309	5,382	5,440	44,203	41,513
Grocery stores.....	2,045	2,133	2,117	2,164	2,176	2,190	2,180	2,194	2,083	2,105	2,113	2,110	2,174	17,199	16,376
Eating and drinking places.....	124	127	128	134	137	138	137	139	130	125	123	122	122	1,064	943
General merchandise group.....	1,897	1,870	1,867	1,842	1,968	1,883	1,980	1,990	1,830	1,755	1,783	1,830	1,819	15,297	14,028
Department stores.....	1,223	1,180	1,164	1,163	1,238	1,171	1,251	1,263	1,154	1,093	1,113	1,147	1,145	9,653	8,746
Variety stores.....	336	344	343	325	359	351	351	357	328	327	325	344	330	2,766	2,585
Apparel group.....	355	347	333	346	352	351	358	362	369	337	341	349	353	2,804	2,759
Men's, boys' wear stores ²	33	34	30	36	35	33	34	34	33	33	33	32	32	269	256
Women's apparel, accessory stores ³	151	145	143	144	146	145	150	148	156	142	144	149	148	1,172	1,170
Shoe stores.....	94	92	89	93	96	96	94	97	103	92	90	100	100	751	758
Tire, battery, accessory dealers.....	105	106	102	107	109	103	104	111	100	97	100	106	103	847	784
Drug and proprietary stores.....	159	163	169	177	174	175	183	181	158	165	167	160	163	1,381	1,236

¹Revised.²Based on weekly sales figures converted to calendar month totals. August 1965 weekly sales (in millions of dollars) were as follows: For week ending August 7 = 498; August 14 = 489; August 21 = 485; August 28 = 487.³Includes men's, boys' clothing; furnishings stores and custom tailor.⁴Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS:

(Millions of dollars)															
Kind of business	1965								1964					Total 8 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total ²	5,735	5,391	6,099	6,794	6,694	6,614	6,843	6,643	6,230	6,186	6,766	6,566	9,280	50,813	46,812
Food group.....	2,515	2,328	2,476	2,630	2,565	2,505	2,804	2,442	2,384	2,358	2,679	2,359	2,798	20,265	18,869
Grocery stores.....	2,428	2,242	2,385	2,529	2,462	2,403	2,699	2,338	2,290	2,262	2,580	2,265	2,672	19,486	18,195
Eating and drinking places.....	184	172	191	200	211	221	228	228	200	187	191	185	193	1,635	1,358
General merchandise group ²	1,521	1,441	1,760	2,062	2,043	2,003	1,948	2,110	1,896	1,858	2,035	2,196	3,718	14,888	13,518
Department stores and dry goods, general merchandise stores.....	1,142	1,034	1,287	1,515	1,510	1,487	1,436	1,559	1,385	1,370	1,503	1,585	2,687	10,970	9,894
Department stores.....	981	894	1,115	1,301	1,302	1,280	1,229	1,334	1,182	1,180	1,296	1,367	2,299	9,436	8,504
Drug and proprietary stores.....	183	178	195	198	205	204	212	206	187	188	193	187	304	1,581	1,396

¹Preliminary estimates, see Explanatory Material, page 21.²U.S. and group totals include kinds of business not shown separately.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS

7

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965								1964					Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1965 from Jan.-Aug. 1964	August 1965 from--	
														Aug. 1964	July 1965	
THE NORTHEASTERN STATES																
TOTAL.....	5,276	4,955	5,513	5,953	5,986	6,012	6,069	5,614	5,435	5,362	5,673	5,581	7,337	+6	+3	-7
Durable-goods stores, total.....	1,498	1,457	1,722	1,838	1,894	1,937	1,878	1,605	1,587	1,498	1,553	1,578	1,964	+8	+1	-15
Nondurable-goods stores, total...	3,778	3,498	3,791	4,115	4,092	4,075	4,191	4,009	3,848	3,864	4,120	4,003	5,373	+5	+4	-4
Food group.....	1,483	1,358	1,445	1,527	1,526	1,522	1,683	1,518	1,470	1,438	1,552	1,406	1,626	+5	+3	-10
Grocery stores.....	1,258	1,144	1,223	1,301	1,290	1,284	1,430	1,269	1,237	1,204	1,310	1,178	1,360	+5	+3	-11
Eating and drinking places.....	447	432	482	509	553	562	595	596	541	500	500	464	495	+8	+10	0
GAP ² , total.....	1,091	1,004	1,172	1,376	1,370	1,380	1,288	1,281	1,261	1,348	1,464	1,542	2,504	+4	+2	-1
General merchandise group.....	511	487	576	666	675	681	629	638	598	635	695	764	1,323	+13	+7	+1
Department stores.....	327	302	367	421	430	430	387	393	364	402	440	464	806	+15	+8	+2
Apparel group.....	351	293	344	448	413	399	349	347	367	419	443	440	741	-3	-5	-1
Furniture and appliance group.....	229	224	252	262	282	300	310	296	296	294	326	338	440	-4	0	-5
Lumber, bldg., bdve., farm equip. grp.														+10	+7	-10
Gasoline service stations.....	304	289	312	327	344	346	366	365	338	314	317	307	312	+6	+8	0
Drug and proprietary stores.....	164	154	162	165	165	163	169	165	157	161	166	158	211	+7	+5	-2
THE NORTH CENTRAL STATES																
TOTAL.....	5,881	5,593	6,387	7,002	7,096	7,144	7,089	6,802	6,362	6,341	6,885	6,514	8,030	+8	+7	-4
Durable-goods stores, total.....	1,877	1,879	2,272	2,481	2,465	2,621	2,437	2,279	2,036	2,101	2,254	2,097	2,406	+12	+12	-6
Nondurable-goods stores, total...	4,004	3,714	4,115	4,521	4,631	4,523	4,652	4,523	4,326	4,240	4,631	4,417	5,624	+6	+5	-3
Food group.....	1,433	1,320	1,401	1,466	1,491	1,493	1,635	1,478	1,470	1,406	1,536	1,384	1,574	+3	+1	-10
Grocery stores.....	1,328	1,220	1,296	1,346	1,364	1,363	1,497	1,342	1,345	1,288	1,412	1,268	1,441	+3	0	-10
Eating and drinking places.....	461	425	466	509	548	562	606	606	544	505	520	474	491	+9	+11	0
GAP ² , total.....	1,195	1,086	1,321	1,532	1,478	1,446	1,400	1,506	1,424	1,438	1,576	1,646	2,554	+6	+6	+8
General merchandise group.....	638	613	747	878	869	840	796	878	824	817	896	966	1,540	+8	+7	+10
Department stores.....	382	353	436	522	525	513	482	524	480	487	532	555	916	+10	+9	+9
Apparel group.....	293	231	282	372	330	310	296	307	299	325	357	358	600	+5	+3	+4
Furniture and appliance group.....	264	242	292	282	279	296	308	321	301	296	323	322	414	+3	+7	+4
Lumber, bldg., bdve., farm equip. grp.	330	308	401	519	577	612	572	565	514	555	580	463	473	+3	+10	-1
Automotive group.....	1,144	1,186	1,430	1,528	1,453	1,534	1,393	1,227	1,059	1,061	1,176	1,126	1,256	+19	+16	-12
Gasoline service stations.....	560	512	548	577	597	604	624	606	566	546	583	562	595	+9	+7	-3
Drug and proprietary stores.....	217	207	215	216	216	218	230	224	212	214	227	213	299	+7	+6	-3
THE SOUTH																
TOTAL.....	5,704	5,511	6,098	6,558	6,666	6,504	6,727	6,540	5,919	5,687	6,038	5,748	7,458	+9	+10	-3
Durable-goods stores, total.....	2,019	2,074	2,311	2,377	2,474	2,448	2,420	2,329	2,021	1,990	2,028	1,895	2,371	+11	+15	-4
Nondurable-goods stores, total...	3,685	3,437	3,787	4,181	4,192	4,056	4,307	4,211	3,898	3,697	4,010	3,853	5,087	+8	+8	-2
Food group.....	1,399	1,308	1,386	1,448	1,481	1,476	1,644	1,503	1,403	1,341	1,469	1,343	1,535	+9	+7	-9
Grocery stores.....	1,336	1,235	1,309	1,369	1,398	1,394	1,555	1,421	1,329	1,275	1,403	1,278	1,458	+8	+7	-9
Eating and drinking places.....	355	323	354	381	397	400	439	438	381	353	354	336	357	+12	+15	0
GAP ² , total.....	1,130	1,050	1,206	1,438	1,375	1,320	1,353	1,426	1,346	1,280	1,422	1,422	2,331	+8	+6	+5
General merchandise group.....	550	528	634	752	719	670	683	736	680	631	714	748	1,280	+9	+8	+8
Department stores.....	277	256	323	377	367	345	346	382	351	328	373	385	656	+10	+9	+10
Apparel group.....	303	260	297	407	358	330	340	355	349	342	380	364	652	+6	+2	+4
Furniture and appliance group.....	277	262	275	279	298	320	330	335	317	307	328	310	399	+10	+6	+2
Lumber, bldg., bdve., farm equip. grp.	293	296	323	411	433	416	401	416	338	352	370	329	329	+5	+23	0
Automotive group.....	1,303	1,359	1,541	1,523	1,567	1,524	1,511	1,392	1,170	1,146	1,159	1,073	1,337	+15	+19	-8
Gasoline service stations.....	498	460	508	528	551	574	599	594	538	496	511	501	531	+8	+10	-1
Drug and proprietary stores.....	197	196	207	205	214	208	206	205	193	185	191	185	257	+8	+6	0
THE WEST																
TOTAL.....	3,720	3,549	3,917	4,012	4,072	4,165	4,244	4,142	4,062	3,923	4,009	3,877	4,894	+5	+2	-2
Durable-goods stores, total.....	1,271	1,254	1,404	1,365	1,392	1,445	1,419	1,377	1,367	1,304	1,298	1,243	1,460	+5	+1	-3
Nondurable-goods stores, total...	2,449	2,295	2,513	2,647	2,680	2,720	2,825	2,765	2,695	2,619	2,711	2,634	3,434	+4	+3	-2
Food group.....	927	868	926	940	943	931	1,021	928	940	914	971	884	1,027	+4	-1	-9
Grocery stores.....	864	806	856	870	874	861	945	859	869	845	906	822	949	+5	-1	-9
Eating and drinking places.....	296	273	293	300	320	328	361	357	339	313	314	294	315	+7	+5	-1
GAP ² , total.....	731	678	764	844	847	875	869	911	880	861	897	935	1,471	+3	+4	+5
General merchandise group.....	395	370	434	483	481	491	500	537	489	467	496	543	905	+10	+10	+7
Department stores.....														+12	+14	+8
Apparel group.....	153	133	149	184	180	190	181	184	194	203	196	193	331	-3	-5	+2
Furniture and appliance group.....														-4	-4	0
Gasoline service stations.....	317	300	330	337	355	375	378	379	359	345	350	342	352	+7	+6	0
Drug and proprietary stores.....	138	135	147	150	154	155	159	156	146	141	140	133	199	+6	+7	-2

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise. (C) (c) Sampling variability estimated for these figures ranges from 7.1 and 10.5 percent for dollar volume estimates and year-to-year percent change and between 3.1 and 4.5 for the percent change over 2 consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965								1964					Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1965 from	August 1965 from--	
														Jan.-Aug. 1964	Aug. 1964	July 1965
New England Division, total ²	1,373	1,252	1,377	1,479	1,480	1,527	1,564	1,478	1,422	1,380	1,427	1,419	1,936	+8	+4	-5
Durable-goods stores.....	421	395	474	511	513	507	479	446	444	415	417	432	568	+7	0	-7
Nondurable-goods stores.....	952	857	903	968	967	1,020	1,085	1,032	978	965	1,010	987	1,368	+8	+6	-5
Food group.....	368	327	343	355	366	392	441	399	382	364	386	349	405	+11	+4	-10
GAF ³ , total.....	244	222	255	309	307	319	300	297	298	306	315	338	616	+5	0	-1
Gasoline service stations.....	81	75	84	87	91	97	103	103	91	88	86	80	82	+8	+13	0
Middle Atlantic Division, total ²	3,903	3,703	4,136	4,474	4,506	4,485	4,505	4,136	4,013	3,982	4,246	4,162	5,401	+6	+3	-8
Durable-goods stores.....	1,077	1,062	1,248	1,327	1,381	1,430	1,399	1,159	1,143	1,083	1,136	1,146	1,396	+9	+1	-17
Nondurable-goods stores.....	2,826	2,641	2,888	3,147	3,125	3,055	3,106	2,977	2,870	2,899	3,110	3,016	4,005	+4	+4	-4
Eating and drinking places.....	350	342	388	411	439	442	457	459	423	387	388	357	381	+7	+9	0
GAF ³ , total.....	847	782	917	1,067	1,063	1,061	988	984	963	1,042	1,149	1,204	1,888	+4	+2	0
General merchandise group.....	397	377	445	513	521	515	470	489	452	493	546	599	1,003	+11	+8	+4
Apparel group.....	269	230	274	354	328	319	276	268	284	324	351	345	565	-4	-6	-3
Gasoline service stations.....	223	214	228	240	253	249	263	262	247	226	231	227	230	+5	+6	0
Drug and proprietary stores.....	116	111	119	122	121	118	122	120	111	118	122	114	146	+7	+8	-2
East North Central Division, total ² ..	4,209	4,011	4,592	4,988	5,027	5,030	4,991	4,785	4,489	4,464	4,882	4,653	5,738	+7	+7	-4
Durable-goods stores.....	1,292	1,295	1,586	1,701	1,686	1,777	1,647	1,538	1,370	1,424	1,562	1,455	1,656	+11	+12	-7
Nondurable-goods stores.....	2,917	2,716	3,006	3,287	3,341	3,253	3,344	3,247	3,119	3,040	3,320	3,198	4,082	+6	+4	-3
Food group.....	1,090	1,009	1,073	1,119	1,126	1,122	1,224	1,103	1,101	1,046	1,142	1,041	1,187	+3	0	-10
Eating and drinking places.....	344	313	345	378	405	413	447	448	400	369	380	348	361	+11	+12	0
GAF ³ , total.....	876	799	985	1,128	1,088	1,063	1,027	1,106	1,031	1,050	1,148	1,208	1,880	+7	+8	-8
General merchandise group.....	463	449	551	640	635	611	572	631	594	596	644	706	1,115	+8	+6	+10
Apparel group.....	219	173	214	282	253	239	229	237	230	243	269	271	459	+6	+3	+3
Gasoline service stations.....	369	346	363	378	388	394	415	403	379	364	394	375	392	+8	+6	-3
Drug and proprietary stores.....	159	151	157	158	161	163	170	163	154	154	165	157	220	+7	+6	-4
West North Central Division, total ² ..	1,672	1,582	1,795	2,014	2,069	2,114	2,098	2,017	1,873	1,877	2,003	1,861	2,292	+9	+8	-4
Durable-goods stores.....	585	534	686	780	779	844	790	741	666	677	692	642	750	+15	+11	-6
Nondurable-goods stores.....	1,087	998	1,109	1,234	1,290	1,270	1,308	1,276	1,207	1,200	1,311	1,219	1,542	+6	+6	-2
Food group.....	343	311	328	347	365	371	411	375	369	360	394	343	387	+3	+2	-9
GAF ³ , total.....	319	287	336	404	390	383	373	400	393	388	428	438	674	+5	+2	+7
General merchandise group.....	175	164	196	238	234	229	224	247	230	221	252	260	425	+9	+7	+10
Gasoline service stations.....	191	166	185	199	209	210	209	203	187	182	189	187	203	+11	+9	-3
South Atlantic Division, total ²	2,826	2,700	2,968	3,202	3,301	3,192	3,287	3,175	2,936	2,786	2,974	2,871	3,794	+10	+8	-3
Durable-goods stores.....	949	959	1,056	1,101	1,179	1,166	1,136	1,080	977	948	973	911	1,143	+10	+11	-5
Nondurable-goods stores.....	1,877	1,741	1,912	2,101	2,122	2,026	2,151	2,095	1,959	1,838	2,001	1,960	2,651	+10	+7	-3
Eating and drinking places.....	193	177	192	204	210	209	240	238	213	195	193	182	199	+14	+12	-1
GAF ³ , total.....	590	559	642	748	719	685	696	732	680	660	737	754	1,254	+12	+8	+5
General merchandise group.....	290	284	341	396	383	352	354	383	346	323	364	397	690	+12	+11	+8
Apparel group.....	159	138	157	206	181	170	172	179	180	177	192	191	352	+9	-1	+4
Gasoline service stations.....	238	216	238	252	259	264	278	278	258	236	251	242	255	+8	+8	0
Drug and proprietary stores.....	101	98	103	100	106	105	103	103	97	91	94	93	131	+11	+6	0
East South Central Division, total ² ..	1,048	1,010	1,120	1,260	1,292	1,219	1,258	1,272	1,117	1,103	1,161	1,093	1,372	+9	+14	+1
Nondurable-goods stores.....	671	628	690	790	802	753	799	797	724	712	772	716	921	+8	+10	0
Food group.....	274	254	272	287	304	292	321	300	274	266	298	269	300	+11	+9	-7
GAF ³ , total.....	201	190	217	277	261	242	244	266	243	231	257	245	410	+6	+9	+9
General merchandise group.....	106	99	119	148	139	129	131	140	126	121	139	134	232	+8	+11	+7
Gasoline service stations.....	94	89	97	102	108	109	118	118	116	111	109	102	105	0	+2	0
West South Central Division, total ² ..	1,830	1,801	2,010	2,096	2,073	2,093	2,182	2,093	1,866	1,798	1,903	1,784	2,292	+9	+12	-4
Durable-goods stores.....	671	628	690	790	802	753	799	797	724	712	772	716	921	+8	+10	0
Nondurable-goods stores.....	1,137	1,068	1,125	1,290	1,268	1,277	1,357	1,319	1,215	1,147	1,237	1,177	1,515	+6	+9	-3
Food group.....	433	417	449	461	459	470	527	487	453	435	460	414	469	+6	+8	-8
Eating and drinking places.....	107	97	108	118	125	133	139	137	114	108	111	106	107	+12	+20	-1
GAF ³ , total.....	339	301	347	413	395	393	413	428	423	389	428	423	667	+5	+1	+4
General merchandise group.....	154	145	174	208	197	189	198	213	208	187	211	217	358	+5	+2	+8
Mountain Division, total ²	771	717	853	881	892	939	974	938	918	848	879	827	1,026	+6	+2	-4
Nondurable-goods stores.....	511	473	542	575	578	603	644	632	610	570	583	562	721	+4	+4	-2
Food group.....	134	123	141	166	168	167	173	181	177	160	169	173	276	+3	-1	-11
GAF ³ , total.....	70	63	76	89	91	91	93	103	98	84	90	95	167	+2	+2	+5
General merchandise group.....	70	63	76	89	91	91	93	103	98	84	90	95	167	+2	+5	+11
Pacific Division, total ²	2,949	2,832	3,064	3,131	3,180	3,226	3,270	3,204	3,144	3,075	3,130	3,050	3,868	+4	+2	-2
Durable-goods stores.....	1,011	1,010	1,093	1,059	1,078	1,109	1,089	1,071	1,059	1,026	1,002	978	1,155	+4	+1	-2
Nondurable-goods stores.....	1,938	1,822	1,971	2,072	2,102	2,117	2,181	2,133	2,085	2,049	2,128	2,072	2,713	+5	+2	-2
Food group.....	727	681	723	737	736	731	799	731	741	721	756	686	799	+4	-1	-9
Eating and drinking places.....	248	229	240	242	257	261	281	278	269	248	254	243	262	+7	+3	-1
GAF ³ , total.....	597	555	623	678	679	708	696	730	703	701	728	762	1,195	+4	+4	+5
General merchandise group.....	325	307	358	394	390	400	407	434	391	383	406	448	738	+11	+11	+7
Gasoline service stations.....	229	219	232	238	252	255	255	252	239	234	249	246	251	+6	+5	-1

Note: Estimates are based on a sample. (See sampling variabilities in table 17.) States in geographic divisions are shown on page 27.

¹Preliminary estimates.²Totals include data for kinds of business not shown separately.³Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.—ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

9

State and kind of business	1965									1964				Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1965 from Jan.-Aug. 1964	August 1965 from August 1964
California, total.....	2,295	2,202	2,328	2,373	2,405	2,407	2,429	2,336	2,336	2,300	2,355	2,344	2,999	+3	0
Nondurable-goods stores.....	1,476	1,380	1,477	1,551	1,581	1,574	1,626	1,572	1,542	1,514	1,606	1,569	2,116	+4	+2
CAF ²	471	446	490	536	530	547	541	550	544	535	558	596	979	+4	+1
Florida, total.....	703	674	720	721	703	673	684	663	577	581	646	614	855	+14	+15
Nondurable-goods stores.....	483	447	484	499	473	456	467	454	403	380	425	430	605	+14	+13
Illinois, total.....	1,222	1,164	1,373	1,498	1,482	1,443	1,411	1,378	1,295	1,292	1,391	1,399	1,713	+6	+6
Nondurable-goods stores.....	905	845	972	1,061	1,063	1,016	1,008	993	962	947	1,014	1,017	1,294	+4	+3
CAF ²	284	265	341	384	370	355	333	372	341	344	381	419	623	+6	+9
Indiana, total.....	543	540	623	678	678	664	647	608	566	575	626	572	692	+8	+7
Massachusetts, total.....	666	620	690	736	726	729	695	669	623	621	643	663	888	+9	+7
Nondurable-goods stores.....	450	415	442	474	474	481	469	463	434	436	473	467	620	+9	+7
Michigan, total.....	950	874	998	1,055	1,082	1,101	1,077	1,012	974	991	1,091	1,043	1,292	+8	+4
Nondurable-goods stores.....	602	539	591	642	675	659	684	651	625	624	680	653	850	+9	+4
Minnesota, total.....	338	338	375	423	465	473	455	444	411	387	429	396	471	+8	+8
Missouri, total.....	502	478	541	608	611	620	625	617	555	561	591	549	682	+13	+11
New Jersey, total.....	775	768	850	887	903	915	878	831	789	773	814	809	1,037	+7	+5
Nondurable-goods stores.....	511	498	550	591	590	592	593	571	545	551	572	556	715	+5	+5
New York, total.....	1,930	1,806	2,015	2,190	2,182	2,160	2,239	2,029	2,033	2,027	2,132	2,043	2,631	+2	0
Nondurable-goods stores.....	1,475	1,364	1,488	1,624	1,609	1,567	1,613	1,547	1,500	1,512	1,616	1,545	2,044	+3	+3
CAF ²	432	401	469	543	546	551	521	501	516	547	601	605	937	-1	-3
North Carolina, total.....	407	381	435	496	542	495	532	517	474	442	447	412	540	+12	+9
Ohio, total.....	1,064	1,026	1,164	1,267	1,276	1,283	1,316	1,250	1,161	1,145	1,280	1,172	1,441	+9	+8
Nondurable-goods stores.....	712	672	729	802	804	783	829	739	765	760	832	781	993	+6	-3
Pennsylvania, total.....	1,198	1,129	1,271	1,397	1,421	1,410	1,388	1,276	1,191	1,182	1,300	1,310	1,733	+10	+7
Nondurable-goods stores.....	840	779	850	932	926	896	900	859	825	836	922	915	1,246	+6	+4
CAF ²	266	236	283	336	321	311	285	294	279	303	349	384	622	+8	+5
Texas, total.....	1,122	1,114	1,240	1,278	1,269	1,300	1,351	1,313	1,141	1,101	1,150	1,055	1,378	+11	+15
Nondurable-goods stores.....	703	658	726	798	788	797	854	833	758	721	760	717	935	+7	+10
Wisconsin, total.....	430	407	434	490	509	539	540	537	493	461	494	467	600	+4	+9

Note: Estimates are based on a sample. (See sampling variabilities in table 18.) ¹Preliminary estimates.

²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.—PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - Aug. 1965 from July 1965			State	Percent change - Aug. 1965 from July 1965			State	Percent change - Aug. 1965 from July 1965		
	Total	Non-durable-goods stores	CAF ¹ stores		Total	Non-durable-goods stores	CAF ¹ stores		Total	Non-durable-goods stores	CAF ¹ stores
California.....	-4	-3	+2	Michigan.....	-6	-5	+3	North Carolina.....	-3	-1	+3
Florida.....	-3	-3	0	Minnesota.....	-2	-1	+8	Ohio.....	-5	-11	+3
Illinois.....	-2	-1	+12	Missouri.....	-1	0	+9	Pennsylvania.....	-8	-5	+3
Indiana.....	-6	-6	+6	New Jersey.....	-5	-4	+4	Texas.....	-3	-2	+4
Massachusetts.....	-4	-1	+8	New York.....	-9	-4	-4	Wisconsin.....	-1	+1	+9

Note: Sampling variabilities are shown in table 18.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-stores types of merchandise.

Table 9.—PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES
(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, August 1965 from July 1965			Statistical areas	Percent change, August 1965 from July 1965		
	Total	Nondurable	CAF ¹		Total	Nondurable	CAF ¹
Standard Consolidated Areas ²				Newark, N.J.....	-9	-4	-2
Chicago, Ill.-Northeastern Indiana.....	-3	0	+13	New York, N.Y.....	-6	-3	-3
New York-Northeastern N.J.....	-6	-3	-2	Paterson-Clifton-Passaic, N.J.....	-3	-2	+8
Standard Metropolitan Statistical Areas				Philadelphia, Pa.-N.J.....	-8	-5	+3
Baltimore, Md.....	-4	-1	+3	Pittsburgh, Pa.....	-9	-4	+3
Boston, Mass.....	-2	+2	+11	St. Louis, Mo.-Ill.....	-1	+1	+11
Buffalo, N.Y.....	-10	-5	-7	San Francisco-Oakland, Calif.....	-4	-2	+4
Chicago, Ill.....	-3	0	+13	Seattle, Wash.....	+1	+1	+13
Cleveland, Ohio.....	-9	-5	-2	Washington, D.C.-Md.-Va.....	-5	-3	+5
Dallas, Texas.....	-1	+2	+4	Cities			
Detroit, Mich.....	-6	-4	+3	Chicago, Ill.....	+2	(NA)	+20
Houston, Texas.....	-4	-2	+4	Detroit, Mich.....	-5	(NA)	+4
Kansas City, Mo.-Kansas.....	+3	+8	+14	Los Angeles, Calif.....	-5	(NA)	-4
Los Angeles-Long Beach, Calif.....	-6	-6	-1	New York, N.Y.....	-5	(NA)	0
Minneapolis-St. Paul, Minn.....	0	+1	+13	Philadelphia, Pa.....	-5	(NA)	+6

Note: Sampling variabilities are shown in table 19, page 16.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

²Standard consolidated area and standard metropolitan statistical areas are shown on page 27.

(NA) Not available.

Table 10.—ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Area	1965								1964					Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.-Aug. 1965 from Jan.-Aug. 1964	August 1965 from August 1964
Standard Consolidated Areas²															
Chicago, Ill.-Northwestern Ind., total.....	887	848	996	1,061	1,039	1,008	990	960	888	894	962	988	1,253	+8	+8
Nondurable-goods stores.....	673	634	728	789	771	741	727	727	686	688	732	756	983	+6	+6
GAF ³	231	221	280	319	309	295	272	306	280	286	319	346	508	+6	+9
New York-Northeastern N.J., total..	1,806	1,691	1,859	1,967	1,986	1,968	1,908	1,800	1,751	1,779	1,884	1,847	2,384	+4	+3
Nondurable-goods stores.....	1,327	1,232	1,339	1,444	1,446	1,423	1,398	1,357	1,301	1,339	1,431	1,375	1,824	+3	+4
GAF ³	419	389	447	511	523	530	479	470	462	517	562	565	852	+1	+2
Standard Metropolitan Statistical Areas²															
Chicago, Ill., total.....	815	777	911	972	950	922	901	877	816	821	873	907	1,155	+7	+7
Nondurable-goods stores.....	618	582	675	732	714	686	669	671	635	640	674	697	909	+5	+6
GAF ³	219	209	266	300	292	278	256	289	265	268	295	328	481	+6	+9
Detroit, Mich., total.....	499	452	515	542	555	542	516	484	453	498	569	541	674	+13	+7
GAF ³	100	89	110	129	128	124	119	123	109	122	128	136	221	+18	+13
Los Angeles-Long Beach, Calif., total	1,057	976	1,034	1,051	1,061	1,058	1,066	1,001	1,060	1,058	1,073	1,092	1,414	+1	-6
Nondurable-goods stores.....	679	614	661	701	704	700	729	688	696	691	725	721	966	+2	-1
GAF ³	233	216	233	253	249	255	253	250	282	274	286	303	473	-5	-11
New York, N.Y., total.....	1,275	1,173	1,292	1,377	1,374	1,349	1,346	1,270	1,243	1,274	1,348	1,306	1,689	+2	+2
Nondurable-goods stores.....	987	911	993	1,071	1,067	1,038	1,034	1,003	961	1,067	1,021	1,021	1,357	+3	+4
GAF ³	317	290	332	381	389	392	357	347	348	388	420	419	628	0	0
Philadelphia, Pa., total.....	488	476	541	577	580	556	549	506	481	496	538	536	722	+6	+5
Nondurable-goods stores.....	340	342	379	401	392	367	354	338	331	351	391	380	535	0	+2
GAF ³	107	99	137	147	144	136	120	124	115	134	146	161	257	+10	+8
Cities															
Chicago, Ill., total.....	446	442	495	525	505	488	473	483	455	467	507	537	676	+7	+6
GAF ³	145	141	181	195	186	173	158	189	182	181	200	227	324	+5	+4
Detroit, Mich., total.....	212	190	208	226	229	227	220	208	210	217	238	226	295	+5	-1
GAF ³	47	44	51	60	61	59	56	58	56	59	62	66	104	+6	+4
Los Angeles, Calif., total.....	353	323	338	347	351	352	364	344	351	347	362	364	461	+1	-2
GAF ³	88	80	81	91	90	92	94	90	107	102	106	112	165	-9	-16
New York, N.Y., total.....	867	823	890	928	911	900	842	796	807	816	889	877	1,157	+1	-1
GAF ³	229	212	240	271	270	270	235	235	235	249	291	289	429	-1	0
Philadelphia, Pa., total.....	233	226	247	270	272	254	237	225	208	228	261	257	341	+9	+8
GAF ³	61	57	70	87	83	77	67	71	66	74	85	91	135	+6	+8

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.) ¹Preliminary estimates.²Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMSA includes Orange County, California.³Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 11.—PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	August 1965 from--		8 months 1965 from 8 months 1964		August 1965 from--		8 months 1965 from 8 months 1964
	August 1964	July 1965	8 months 1964		August 1964	July 1965	8 months 1964
STANDARD METROPOLITAN STATISTICAL AREA							
Akron, Ohio.....	+6	(NA)	+5	Norfolk-Portsmouth, Va.....	+4	-4	0
Asheville, N.C.....	-4	-3	+3	Oklahoma City, Okla.....	+4	+12	+4
Atlanta, Ga.....	+8	(NA)	+9	Omaha, Nebr.....	(NA)	(NA)	(NA)
Augusta, Ga.....	+8	(NA)	+7	Peoria, Ill.....	(NA)	(NA)	(NA)
Baltimore, Md.....	+7	+6	+6	Philadelphia, Pa.....	+8	+6	+3
Baton Rouge, La.....	+12	(NA)	+8	Pittsburgh, Pa.....	+5	+17	+3
Binghamton, N.Y.....	0	-10	+5	Portland, Oreg.....	+3	+16	+4
Birmingham, Ala.....	+6	(NA)	+1	Reading, Pa.....	+2	-2	+4
Boston, Mass.....	+1	(NA)	+3	Richmond, Va.....	+5	+10	+6
Buffalo, N.Y.....	-5	-6	+5	Rochester, N.Y.....	-1	-7	+7
Canton, Ohio.....	-4	-5	+2	Sacramento, Calif.....	+2	+8	-1
Chattanooga, Tenn.....	+6	(NA)	+8	St. Louis, Mo.....	-2	+14	-2
Chicago, Ill.....	+7	(NA)	+6	Salt Lake City, Utah.....	(NA)	(NA)	(NA)
Cincinnati, Ohio.....	+5	+7	+3	San Antonio, Tex.....	+2	+5	+2
Cleveland, Ohio.....	+2	+8	+2	San Diego, Calif.....	+3	+2	+2
Columbus, Ohio.....	+3	+9	+5	Savannah, Ga.....	+10	(NA)	+6
Corpus Christi, Texas.....	-2	+12	+1	Seattle, Wash.....	+5	+15	+5
Dallas, Texas.....	+4	+6	+4	Shreveport, La.....	-1	+2	0
Denver, Colo.....	+1	+12	0	South Bend, Ind.....	+5	(NA)	+4
Des Moines, Iowa.....	+3	(NA)	+5	Spokane, Wash.....	0	+15	+5
Detroit, Mich.....	+14	(NA)	+15	Springfield, Ohio.....	+4	+1	+6
El Paso, Texas.....	+4	+17	+3	Syracuse, N.Y.....	-1	-7	+12
Erie, Pa.....	+7	+9	+6	Tacoma, Wash.....	-4	+23	+7
Flint, Mich.....	+6	(NA)	+14	Tampa-St. Petersburg, Fla.....	+8	(NA)	+3
Fort Wayne, Ind.....	+8	(NA)	+6	Toledo, Ohio.....	+7	+12	+7
Grand Rapids, Mich.....	+8	(NA)	+2	Trenton, N.J.....	+6	-3	+4
Houston, Texas.....	+9	+3	+9	Tulsa, Okla.....	+6	+2	+9
Indianapolis, Ind.....	+2	(NA)	+2	Waco, Texas.....	-1	+7	-1
Jacksonville, Fla.....	+6	(NA)	+3	Washington, D.C.....	+2	+2	+6
Kansas City, Mo.....	-1	+4	0	Wheeling, W.Va.....	(NA)	(NA)	(NA)
Knoxville, Tenn.....	+8	(NA)	+6	Wichita, Kans.....	-3	+5	0
Lancaster, Pa.....	+11	+5	+6	Worcester, Mass.....	+1	(NA)	+5
Lexington, Ky.....	+4	+19	+3	Youngstown, Ohio.....	+6	+1	+7
Los Angeles-Long Beach, Calif.....	+2	-2	+3	CITIES			
Louisville, Ky.....	+3	+6	+6	Bridgeport, Conn.....	(NA)	(NA)	(NA)
Macon, Ga.....	-2	(NA)	-4	Bristol, Tenn.-Va.....	+13	(NA)	+7
Memphis, Tenn.....	0	+10	-2	Duluth, Minn.-Superior, Wis.....	0	+18	+1
Miami, Fla.....	+10	(NA)	+4	Minneapolis, Minn.....	+3	+28	+5
Milwaukee, Wis.....	+2	(NA)	+3	Oakland-Berkeley, Calif.....	-1	-7	+1
Mobile, Ala.....	+4	(NA)	+1	Portsmouth, Ohio.....	+8	+5	+6
New Orleans, La.....	+8	(NA)	+9	Rome, Ga.....	(NA)	(NA)	(NA)
New York-Northeastern New Jersey ¹	+5	-2	+5	St. Paul, Minn.....	+1	+17	+5
New York City.....	+3	-1	(NA)	San Francisco, Calif.....	-6	+6	-2
Newark, N.J.....	-3	+3	-2				

Note: Data are furnished by Federal Reserve Banks and subject to revision.

(NA) Not available.

¹The breakdown shown does not include all portions of the area.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

11

(Millions of dollars)

Kind of business	1965								1964					Percent change, August 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1964	July 1965
Data NOT ADJUSTED for seasonal variations and holiday differences ^a															
TOTAL ACCOUNTS RECEIVABLE															
United States, total ²	16,401	15,848	15,747	16,048	16,509	16,708	16,660	16,683	15,519	15,689	15,729	15,813	16,929	+8	0
Durable-goods stores, total.....	6,627	6,474	6,430	6,520	6,732	7,028	7,090	7,045	6,724	6,833	6,799	6,646	6,885	+5	-1
Nondurable-goods stores, total.....	9,774	9,374	9,317	9,528	9,777	9,680	9,570	9,638	8,795	8,856	8,930	9,167	10,044	+10	+1
Food group.....	352	341	346	340	347	344	371	371	365	368	355	340	361	+2	0
Grocery stores.....	287	281	289	283	292	292	316	317	299	308	296	284	302	+6	0
Eating and drinking places.....	130	125	120	114	111	114	96	100	81	79	96	104	129	+23	+4
General merchandise group ²	6,294	5,969	5,855	5,905	6,051	6,087	6,066	6,172	5,521	5,593	5,640	5,812	6,478	+12	+2
Department stores and dry goods, general merchandise stores.....	5,063	4,760	4,658	4,675	4,831	4,823	4,781	4,904	4,414	4,470	4,506	4,604	5,216	+11	+3
Department stores.....	4,503	4,224	4,131	4,132	4,274	4,266	4,234	4,340	3,908	3,962	4,002	4,077	4,638	+11	+3
Mail order houses (department store mdse.)..	1,014	997	997	1,009	994	1,005	1,023	1,006	911	910	930	967	1,027	+10	-2
Apparel group.....	1,206	1,102	1,086	1,116	1,098	1,051	1,007	1,013	1,007	1,044	1,083	1,110	1,325	+1	+1
Women's ready-to-wear stores.....	508	481	502	527	512	471	440	441	422	442	464	470	575	+5	0
Furniture and appliance group.....	2,520	2,441	2,355	2,284	2,339	2,341	2,303	2,297	2,251	2,312	2,323	2,316	2,523	+2	0
Furniture, home furnishings stores.....	1,900	1,828	1,780	1,744	1,788	1,796	1,730	1,742	1,760	1,781	1,783	1,778	1,896	-1	+1
Furniture stores.....	1,705	1,643	1,606	1,577	1,625	1,632	1,571	1,570	1,606	1,615	1,601	1,595	1,708	-2	0
Household appliance, TV, radio stores.....	620	613	575	540	551	545	573	555	491	531	540	538	627	+13	-3
Household appliance dealers.....	538	534	502	473	488	484	506	486	431	438	452	460	539	+13	-4
Lumber, building, hardware, farm equip. group ²	1,631	1,621	1,627	1,758	1,868	1,975	2,075	2,107	1,940	1,948	1,984	1,824	1,684	+9	+2
Lumber yards, building materials dealers ³ ...	1,155	1,137	1,138	1,225	1,334	1,396	1,428	1,433	1,355	1,365	1,392	1,301	1,180	+6	0
Lumber yards.....	824	825	811	854	941	999	1,033	1,035	960	965	985	910	829	+8	0
Automotive group ²	1,493	1,458	1,487	1,553	1,605	1,709	1,732	1,701	1,614	1,630	1,539	1,563	1,602	+5	-2
Passenger car dealers ⁴	1,012	966	981	1,024	1,038	1,092	1,094	1,061	1,031	1,052	992	1,015	1,044	+3	-3
Passenger car dealers (franchised).....	939	895	920	947	965	1,017	1,024	996	956	980	919	936	927	+4	-3
Tire, battery, accessory dealers.....	430	445	465	482	521	569	574	570	528	517	497	503	510	+8	-1
Gasoline service stations.....	441	447	467	472	493	498	501	489	461	458	460	460	443	+6	-2
Other retail stores.....	2,334	2,344	2,404	2,506	2,597	2,589	2,509	2,433	2,279	2,257	2,249	2,284	2,383	+7	-3
CHARGE ACCOUNTS															
United States, total ²	7,703	7,466	7,435	7,723	7,996	8,011	7,862	7,820	7,502	7,555	7,584	7,611	8,025	+4	-1
Durable-goods stores, total.....	3,500	3,453	3,421	3,552	3,740	3,886	3,885	3,877	3,653	3,720	3,706	3,617	3,644	+6	0
Nondurable-goods stores, total.....	4,203	4,013	4,014	4,171	4,256	4,125	3,977	3,943	3,849	3,835	3,878	3,994	4,381	+2	-1
Food group.....	343	331	337	332	334	333	357	357	353	356	344	331	353	+1	0
General merchandise group ²	1,130	991	935	936	969	949	901	908	956	951	972	1,015	1,240	-5	+1
Department stores and dry goods, general merchandise stores.....	1,044	907	849	849	864	833	793	797	846	838	867	909	1,145	-6	+1
Department stores.....	896	772	718	710	727	694	662	660	717	697	732	764	983	-8	0
Apparel group.....	867	787	773	807	769	737	683	686	714	748	780	810	972	-4	0
Furniture and appliance group.....	828	810	770	739	765	768	744	732	729	767	784	788	854	0	-2
Furniture, home furnishings stores.....	607	591	572	564	589	594	560	543	579	615	621	617	625	-6	-3
Lumber, building, hardware, farm equip. group ²	1,465	1,466	1,461	1,584	1,700	1,803	1,844	1,863	1,751	1,741	1,785	1,652	1,516	+6	+1
Lumber yards, building materials dealers ³ ...	1,106	1,089	1,080	1,165	1,268	1,329	1,358	1,365	1,289	1,290	1,320	1,250	1,130	+6	+1
Lumber yards.....	793	794	779	824	910	965	995	1,000	921	919	942	884	801	+9	+1
Automotive group.....	915	888	896	940	975	1,002	996	972	893	921	864	880	928	+9	-2
Passenger car dealers (franchised).....	666	633	646	670	684	710	692	672	624	652	612	642	685	+8	-3
Gasoline service stations.....	429	439	458	463	484	487	490	480	451	449	450	451	433	+6	-2
INSTALLMENT ACCOUNTS															
United States, total ²	8,698	8,382	8,312	8,325	8,513	8,697	8,798	8,863	8,017	8,134	8,145	8,202	8,904	+11	+1
Durable-goods stores, total.....	3,127	3,021	3,009	2,968	2,992	3,142	3,205	3,168	3,071	3,113	3,093	3,029	3,241	+3	-1
Nondurable-goods stores, total.....	5,571	5,361	5,303	5,357	5,521	5,555	5,593	5,695	4,946	5,021	5,052	5,173	5,663	+15	+2
General merchandise group ²	5,164	4,978	4,920	4,969	5,082	5,138	5,165	5,264	4,565	4,642	4,668	4,797	5,238	+15	+2
Department stores and dry goods, general merchandise stores.....	4,019	3,853	3,809	3,826	3,967	3,990	3,988	4,107	3,568	3,632	3,639	3,695	4,071	+15	+3
Department stores.....	3,607	3,452	3,413	3,422	3,547	3,572	3,572	3,680	3,191	3,265	3,270	3,313	3,655	+15	+3
Apparel group.....	339	315	313	309	329	314	324	327	293	296	303	300	353	+12	+1
Furniture and appliance group.....	1,692	1,631	1,585	1,545	1,574	1,573	1,559	1,565	1,522	1,545	1,539	1,528	1,669	+3	0
Furniture, home furnishings stores.....	1,293	1,237	1,208	1,180	1,199	1,202	1,170	1,200	1,181	1,166	1,162	1,161	1,271	+2	+3
Household appliance, TV, radio stores.....	399	394	377	365	375	371	389	365	341	379	377	367	399	+7	-6
Lumber, building, hardware, farm equip. group ²	166	155	166	174	168	172	231	244	189	207	199	172	168	+29	+6
Automotive group.....	578	570	591	613	630	707	736	729	721	709	675	683	674	+1	-1
Tire, battery, accessory dealers.....	243	248	264	267	284	331	339	343	325	319	303	314	322	+6	+1

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹Preliminary estimates, see Explanatory Material, page 21.

²U.S. and group totals include kinds of business not shown separately.

³Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

⁴Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

Kind of business	(Millions of dollars)														Percent change, August 1965 from--	
	1965								1966							
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	August 1966	July 1965	
Data ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total ²	16,038	16,381	16,249	16,272	16,469	16,681	16,765	16,755	15,626	15,854	15,767	15,731	15,798	+7	0	
Durable-goods stores, total.....	6,823	6,907	6,784	6,734	6,745	6,918	6,905	6,817	6,501	6,678	6,607	6,528	6,696	+5	-1	
Nondurable-goods stores, total.....	9,215	9,474	9,465	9,538	9,724	9,763	9,860	9,938	9,125	9,176	9,160	9,203	9,102	+9	+1	
Food group.....	357	352	353	359	353	347	367	353	349	355	348	342	350	+1	-4	
General merchandise group ²	5,797	6,026	6,002	6,026	6,143	6,259	6,262	6,362	5,743	5,764	5,772	5,794	5,727	+11	+2	
Department stores.....	4,085	4,272	4,250	4,220	4,359	4,349	4,354	4,471	4,074	4,105	4,099	4,100	4,088	+10	+3	
Mail order houses (department store mdae.)..	978	1,020	1,018	1,033	994	1,033	1,068	1,038	931	920	930	934	945	+11	-3	
Apparel group.....	1,102	1,110	1,084	1,109	1,136	1,095	1,099	1,099	1,112	1,086	1,086	1,099	1,090	-1	0	
Women's ready-to-wear stores.....	477	490	483	503	515	493	501	492	476	460	466	466	479	+3	-2	
Furniture and appliance group.....	2,461	2,443	2,404	2,338	2,331	2,346	2,356	2,314	2,281	2,340	2,321	2,300	2,365	+1	-2	
Furniture, home furnishings stores.....	1,841	1,829	1,817	1,789	1,785	1,813	1,772	1,744	1,782	1,787	1,780	1,769	1,776	-2	-2	
Furniture stores.....	1,630	1,640	1,627	1,622	1,617	1,634	1,615	1,548	1,611	1,633	1,620	1,618	1,602	-4	-4	
Household appliance, TV, radio stores.....	620	614	587	549	546	533	584	570	499	553	541	531	589	+14	-2	
Household appliance dealers.....	541	536	505	488	484	472	504	504	438	456	457	454	509	+15	0	
Lumber, building, hardware, farm equipment group.....	1,841	1,870	1,832	1,837	1,861	1,925	1,914	1,924	1,749	1,789	1,805	1,757	1,780	+10	+1	
Lumber yards, building materials dealers ³ ...	1,283	1,301	1,307	1,285	1,341	1,397	1,346	1,316	1,227	1,256	1,255	1,207	1,225	+7	-2	
Lumber yards.....	923	944	946	895	941	972	958	945	863	886	900	859	865	+10	-1	
Automotive group.....	1,546	1,568	1,554	1,571	1,583	1,656	1,678	1,670	1,590	1,641	1,501	1,538	1,566	+5	0	
Passenger car dealers (franchised).....	965	962	955	941	952	1,005	1,010	982	959	1,002	885	919	942	+2	-3	
Tire, battery, accessory dealers.....	453	480	494	513	520	533	530	547	504	500	498	497	504	+9	+3	
Gasoline service stations.....	455	476	475	472	481	479	498	482	450	458	448	448	467	+7	-3	
CHARGE ACCOUNTS																
United States, total ²	7,776	7,874	7,794	7,782	7,850	7,968	7,872	7,799	7,492	7,593	7,464	7,462	7,555	+4	-1	
Durable-goods stores, total.....	3,739	3,837	3,735	3,677	3,714	3,810	3,725	3,696	3,466	3,577	3,454	3,468	3,615	+7	-1	
Nondurable-goods stores, total.....	4,037	4,037	4,059	4,105	4,136	4,158	4,147	4,103	4,026	4,016	4,010	3,994	3,940	+2	-1	
General merchandise group.....	1,007	977	982	986	978	995	981	974	1,047	1,003	1,023	997	973	-7	-1	
Department stores.....	779	760	764	763	740	741	720	720	792	746	773	747	739	-9	0	
Apparel group.....	790	802	775	801	807	780	758	753	806	778	779	783	769	-7	-1	
Furniture and appliance group.....	814	824	805	749	768	766	770	746	748	785	766	767	772	0	-3	
Furniture, home furnishings stores.....	597	609	603	566	584	599	581	545	590	610	603	605	577	-8	-6	
Lumber, building, hardware, farm equipment group.....	1,670	1,717	1,677	1,666	1,680	1,757	1,693	1,689	1,570	1,590	1,599	1,578	1,603	+8	0	
Lumber yards, building materials dealers ³ ...	1,240	1,260	1,253	1,228	1,276	1,328	1,273	1,252	1,161	1,181	1,184	1,154	1,175	+8	-2	
Lumber yards.....	898	919	919	871	911	934	920	911	823	839	854	830	839	+11	-1	
Automotive group.....	936	948	937	950	949	976	980	978	891	938	827	864	916	+10	0	
Passenger car dealers (franchised).....	670	666	668	660	669	702	691	678	630	676	592	630	675	+8	-2	
Gasoline service stations.....	444	465	466	462	472	468	487	472	438	449	437	440	457	+8	-3	
INSTALLMENT ACCOUNTS																
United States, total ²	8,262	8,507	8,455	8,490	8,619	8,713	8,893	8,956	8,134	8,261	8,303	8,269	8,243	+10	+1	
Durable-goods stores, total.....	3,084	3,070	3,049	3,057	3,031	3,108	3,180	3,121	3,035	3,101	3,153	3,060	3,081	+3	-2	
Nondurable-goods stores, total.....	5,178	5,437	5,406	5,433	5,588	5,605	5,713	5,835	5,099	5,160	5,150	5,209	5,162	+14	+2	
General merchandise group.....	4,790	5,049	5,020	5,040	5,165	5,264	5,281	5,388	4,696	4,761	4,749	4,797	4,753	+15	+2	
Department stores.....	3,306	3,512	3,486	3,457	3,619	3,608	3,634	3,751	3,283	3,359	3,327	3,353	3,347	+14	+3	
Apparel group.....	312	308	309	308	329	315	341	346	306	308	307	316	321	+13	+1	
Furniture and appliance group.....	1,647	1,619	1,599	1,589	1,563	1,580	1,586	1,568	1,533	1,559	1,561	1,535	1,585	+2	-1	
Furniture, home furnishings stores.....	1,244	1,220	1,214	1,223	1,201	1,214	1,191	1,199	1,192	1,177	1,177	1,164	1,199	+1	+1	
Household appliance, TV, radio stores.....	403	399	385	366	362	366	395	369	341	382	384	371	386	+8	-7	
Automotive group.....	610	620	617	621	634	680	698	692	699	703	674	674	650	-1	-1	
Tire, battery, accessory dealers.....	250	259	279	281	295	313	315	324	306	307	316	312	314	+6	+3	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹Preliminary estimates, see Explanatory Material, page 21.

²U.S. and group totals include kinds of business not shown separately.

³Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 13.—ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES:
UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)																
Kind of business	1965									1964				Percent change, August 1965 from--		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug. ¹	Aug.	Sept.	Oct.	Nov.	Dec.	August 1964	July 1965	
	Data NOT ADJUSTED for seasonal variations and holiday differences															
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	6,362	6,146	6,081	6,130	6,302	6,439	6,517	6,650	5,667	5,782	5,881	6,021	6,651	+17	+2	
Durable-goods stores, total.....	1,197	1,195	1,211	1,231	1,248	1,324	1,397	1,408	1,257	1,286	1,302	1,278	1,290	+12	+1	
Nondurable-goods stores, total.....	5,165	4,951	4,870	4,899	5,054	5,115	5,120	5,242	4,410	4,496	4,579	4,743	5,361	+19	+2	
General merchandise group.....	4,649	4,461	4,389	4,424	4,562	4,631	4,641	4,750	3,982	4,051	4,114	4,273	4,823	+19	+2	
Department stores and dry goods, general merchandise stores.....	3,845	3,676	3,619	3,638	3,788	3,815	3,815	3,926	3,290	3,352	3,402	3,510	3,994	+19	+3	
Department stores.....	3,451	3,299	3,248	3,257	3,400	3,424	3,425	3,524	2,948	3,007	3,052	3,142	3,585	+20	+3	
Apparel group.....	315	291	279	287	291	283	277	284	247	251	272	278	337	+15	+3	
Furniture and appliance group.....	397	395	388	386	387	397	415	419	368	377	382	381	392	+14	+1	
Tire, battery, accessory dealers.....	274	276	285	305	314	357	367	372	336	337	335	337	341	+11	+1	
CHARGE ACCOUNTS																
United States, total.....	1,073	998	968	972	1,017	1,026	1,001	1,035	972	981	1,022	1,021	1,163	+6	+3	
Durable-goods stores, total.....	298	291	277	299	310	331	332	350	335	344	346	335	313	+4	+5	
Nondurable-goods stores, total.....	775	707	691	673	707	695	669	685	637	637	676	686	850	+8	+2	
General merchandise group.....	432	378	362	351	380	376	355	365	350	339	365	373	497	+4	+3	
Department stores and dry goods, general merchandise stores.....	394	343	324	317	331	321	305	312	301	292	317	328	455	+4	+2	
Department stores.....	367	318	300	289	304	293	280	287	271	267	293	303	424	+6	+3	
Apparel group.....	155	142	139	144	143	136	129	130	122	120	132	134	166	+7	+1	
Furniture and appliance group.....	47	47	40	41	40	41	43	41	40	45	47	43	44	+3	-5	
INSTALLMENT ACCOUNTS																
United States, total.....	5,289	5,148	5,113	5,158	5,285	5,413	5,516	5,615	4,695	4,801	4,859	5,000	5,488	+20	+2	
Durable-goods stores, total.....	899	904	934	932	938	993	1,065	1,058	922	942	956	943	977	+15	-1	
Nondurable-goods stores, total.....	4,390	4,244	4,179	4,226	4,347	4,420	4,451	4,557	3,773	3,859	3,903	4,057	4,511	+21	+2	
General merchandise group.....	4,217	4,083	4,027	4,073	4,182	4,255	4,286	4,385	3,632	3,712	3,749	3,900	4,326	+21	+2	
Department stores and dry goods, general merchandise stores.....	3,451	3,333	3,295	3,321	3,457	3,494	3,510	3,614	2,989	3,060	3,085	3,182	3,539	+21	+3	
Department stores.....	3,084	2,981	2,948	2,968	3,096	3,131	3,145	3,237	2,677	2,740	2,759	2,839	3,161	+21	+3	
Apparel group.....	160	149	140	143	148	147	148	154	125	131	140	144	171	+23	+4	
Furniture and appliance group.....	350	348	348	345	347	356	372	378	328	332	335	338	348	+15	+2	
TOTAL ACCOUNTS RECEIVABLE																
United States, total.....	5,926	6,236	6,233	6,267	6,402	6,552	6,700	6,790	5,798	5,889	5,970	5,995	6,026	+17	+1	
Durable-goods stores, total.....	1,205	1,242	1,250	1,268	1,268	1,323	1,384	1,379	1,219	1,254	1,290	1,257	1,258	+13	0	
Nondurable-goods stores, total.....	4,721	4,994	4,983	4,999	5,134	5,229	5,316	5,411	4,579	4,635	4,680	4,738	4,768	+18	+2	
General merchandise group.....	4,237	4,433	4,507	4,526	4,648	4,751	4,820	4,890	4,126	4,165	4,199	4,264	4,295	+19	+1	
Department stores.....	3,110	3,332	3,324	3,313	3,477	3,514	3,543	3,611	3,054	3,105	3,122	3,167	3,198	+18	+2	
Apparel group.....	286	287	277	285	297	287	293	309	273	271	282	284	274	+13	+5	
Furniture and appliance group.....	394	362	387	391	391	404	421	427	372	382	381	378	374	+15	+1	
Tire, battery, accessory dealers.....	285	291	305	320	319	340	338	351	318	322	343	337	333	+10	+4	
CHARGE ACCOUNTS																
United States, total.....	1,015	1,027	1,012	1,020	1,028	1,041	1,038	1,068	1,000	994	1,022	997	1,013	+7	+3	
Durable-goods stores, total.....	325	333	302	311	316	327	320	326	311	321	316	316	316	+5	+2	
Nondurable-goods stores, total.....	690	694	710	709	712	714	718	742	689	673	706	681	697	+8	+3	
General merchandise group.....	368	366	385	387	389	396	397	406	386	354	382	364	382	+5	+2	
Department stores.....	309	306	319	321	311	316	317	325	303	284	308	295	315	+7	+3	
Apparel group.....	140	140	139	143	146	137	133	143	139	131	136	140	132	+3	+8	
Furniture and appliance group.....	51	46	41	40	42	41	43	43	41	46	45	43	41	+5	0	
INSTALLMENT ACCOUNTS																
United States, total.....	4,911	5,209	5,221	5,247	5,374	5,511	5,662	5,722	4,798	4,895	4,948	4,998	5,013	+19	+1	
Durable-goods stores, total.....	880	909	948	957	952	996	1,064	1,053	908	933	974	941	942	+16	-1	
Nondurable-goods stores, total.....	4,031	4,300	4,273	4,290	4,422	4,515	4,598	4,669	3,890	3,962	3,974	4,057	4,071	+20	+2	
General merchandise group.....	3,869	4,133	4,122	4,139	4,259	4,355	4,423	4,484	3,740	3,811	3,818	3,900	3,911	+20	+1	
Department stores.....	2,801	3,026	3,005	2,992	3,166	3,198	3,226	3,286	2,751	2,822	2,815	2,871	2,881	+19	+2	
Apparel group.....	146	147	138	142	151	150	160	166	134	140	146	144	142	+24	+4	
Furniture and appliance group.....	343	316	346	351	349	363	378	384	331	336	336	335	333	+16	+2	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(2) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	(Percent)				Range	Median
	Range	Median	Kind of business	Range		
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8	
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1	
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6	
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2	
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6	
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1	
			Stationery stores.....	2.3-8.5	4.2	
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0	
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7	
Paint, glass, wallpaper stores.....	2.0-4.8	4.4				
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1	
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7	

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
CAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	B	A	B	B	B	B	a	a	a	b	b
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	B	a	b	a	a	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(1)	A	B	(1)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
CAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	-	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(1)	A	A	(1)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
CAF, total.....	B	A	A	A	A	B	B	A	B
General merchandise group.....	-	A	A	A	A	B	A	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(3)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(1)	a	a	(1)	a	b	a	a
Eating and drinking places.....	a	a	b	b	b	c	b	b	a
CAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	-	a	a	a	a	b	a	a	a
Apparel group.....	b	a	a	b	b	a	a	c	b
Gasoline service stations.....	b	a	a	b	a	a	c	b	a
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(1) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (2) More than 10.5 percent. (3) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	A	B	B	a	a	a
Indiana.....	B	-	C	B	B	C	b	a	c
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	-	B	B	B	a	a	b
Minnesota.....	B	C	-	B	C	B	a	b	a
Missouri.....	B	-	-	B	B	B	a	a	a
New Jersey.....	B	B	-	B	B	B	b	a	a
New York.....	B	A	A	A	A	A	a	a	a
North Carolina.....	B	C	-	B	C	B	a	b	b
Ohio.....	B	B	C	B	B	C	a	a	a
Pennsylvania.....	B	A	A	A	A	A	a	a	a
Texas.....	B	B	-	B	B	B	a	a	b
Wisconsin.....	B	C	-	B	C	B	a	a	b

Table 19.—ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

Area	Percent change over 2 consecutive months			Area	Percent change over 2 consecutive months		
	Total	Nondurable	CAF		Total	Nondurable	CAF
Standard Consolidated Areas				Minneapolis-St. Paul, Minn.....	a	a	a
Chicago, Ill.-Northwestern Ind.....	a	a	b	Newark, N.J.....	b	a	b
New York-Northeastern N.J.....	a	a	a	New York, N.Y.....	a	a	a
				Paterson-Clifton-Passaic, N.J.....	b	b	a
				Philadelphia, Pa.-N.J.....	b	a	b
				Pittsburgh, Pa.....	b	a	a
				St. Louis, Mo.-Ill.....	b	a	b
				San Francisco-Oakland, Calif.....	a	a	a
				Seattle, Wash.....	b	a	a
				Washington, D.C.-Md.-Va.....	a	a	a
Standard Metropolitan Statistical Areas				Cities			
Baltimore, Md.....	b	a	b	Chicago, Ill.....	a	-	a
Boston, Mass.....	a	b	b	Detroit, Mich.....	a	-	b
Buffalo, N.Y.....	a	b	b	Los Angeles, Calif.....	b	-	b
Chicago, Ill.....	a	a	b	New York, N.Y.....	a	-	b
Cleveland, Ohio.....	a	a	a	Philadelphia, Pa.....	b	-	a
Dallas, Tex.....	a	a	b				
Detroit, Mich.....	b	a	b				
Houston, Tex.....	a	a	b				
Kansas City, Mo.-Kans.....	b	a	a				
Los Angeles-Long Beach, Calif.....	a	a	b				

Table 20.—ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS AND CITIES

Area	Dollar volume sales estimates			Percent change from same month a year ago		
	Total	Nondurable	CAF	Total	Nondurable	CAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B	B	B
New York-Northeastern New Jersey.....	B	A	B	B	A	B
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	B	B	B	B	B
Detroit, Mich.....	B	C	B	B	C	B
Los Angeles-Long Beach, Calif.....	B	A	B	B	A	B
New York, N.Y.....	B	A	B	B	A	B
Philadelphia, Pa.-N.J.....	B	B	B	B	B	B
Cities						
Chicago, Ill.....	B	-	A	B	-	A
Detroit, Mich.....	B	-	B	B	-	B
Los Angeles, Calif.....	B	-	B	B	-	B
New York, N.Y.....	A	-	A	A	-	A
Philadelphia, Pa.....	B	-	B	B	-	B

Table 21.—ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.3	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-6.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(2) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.3	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	84.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3	101.5	91.0	97.2	99.5	100.4	98.5	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	37.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	88.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	(NA)	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
GROUP II STORES																								
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	182.4	72.5	67.2	85.4	101.0	95.6	99.5	90.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.0	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	93.4	95.9	93.7	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	104.5	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

(NA) Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLE OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JANUARY 1965-DECEMBER 1965

Kind of business	1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	101.9	96.7	96.8	98.7	100.3	100.2	99.5	99.6	99.4	99.8	99.9	106.6
Durable-goods stores, total.....	97.1	93.8	94.8	96.8	99.8	101.6	102.9	103.5	102.5	103.1	100.7	103.1
Nondurable-goods stores, total.....	105.9	99.0	98.5	100.1	100.8	99.1	97.0	96.9	96.6	97.5	99.3	109.6
Food group.....	98.7	97.0	98.1	95.8	98.2	99.1	101.1	105.2	104.4	101.9	98.8	102.2
General merchandise group.....	108.7	99.2	97.4	97.8	98.5	97.1	96.8	96.3	97.3	97.9	100.2	112.4
Department stores.....	110.5	99.1	97.0	97.5	98.1	97.7	96.9	97.0	97.2	98.5	99.9	113.8
Mail order houses (department store merchandise).....	103.7	97.7	97.9	97.7	100.0	97.3	95.8	96.9	96.2	97.7	100.8	109.1
Apparel group.....	109.5	99.2	100.2	100.7	96.6	95.9	91.5	91.9	95.9	99.4	100.7	121.4
Women's ready-to-wear stores.....	106.6	98.2	103.9	104.8	99.5	95.5	87.8	89.7	95.3	99.4	99.8	120.6
Furniture and appliance group.....	102.6	100.2	98.3	97.4	100.2	99.8	98.2	99.2	99.6	99.7	99.2	107.8
Furniture, home furnishings stores.....	103.2	100.1	98.1	97.5	100.1	99.1	97.6	99.6	102.2	101.9	98.9	106.8
Furniture stores.....	104.6	100.2	98.7	97.2	100.5	99.9	97.3	101.4	100.4	99.6	98.7	106.5
Household appliance, TV, radio stores.....	100.0	99.9	97.9	98.3	101.0	102.3	98.2	97.4	96.7	97.9	101.6	109.1
Household appliance dealers.....	99.4	99.7	99.4	96.9	100.8	102.6	100.3	96.4	94.4	95.9	101.4	108.5
Lumber, building, hardware, farm equipment group.....	88.6	86.7	88.8	95.7	100.4	102.6	108.4	109.5	108.9	110.5	102.3	94.0
Lumber yards, building materials dealers.....	90.0	87.4	87.1	95.3	99.5	99.9	106.1	108.9	109.3	111.5	105.7	94.9
Lumber yards.....	89.3	87.4	85.7	95.4	100.0	102.8	107.8	109.5	109.2	110.9	104.2	94.2
Automotive group.....	96.5	92.9	95.7	98.8	101.2	103.2	103.7	102.5	99.5	100.7	101.5	103.3
Passenger car dealers (franchised).....	97.3	93.0	96.3	100.6	101.4	101.2	101.4	101.4	97.9	101.9	101.6	104.4
Tire, battery, accessory dealers.....	95.0	92.8	94.2	94.0	100.2	106.7	108.4	104.2	102.6	98.7	101.4	102.3
Gasoline service stations.....	96.9	94.0	98.4	100.1	102.6	104.0	100.6	101.4	100.2	101.8	101.6	96.0
CHARGE ACCOUNTS												
United States, total.....	99.0	94.9	95.4	99.2	101.8	100.6	99.8	100.2	99.9	101.1	101.0	105.8
Durable-goods stores, total.....	93.6	90.0	91.6	96.6	100.7	102.0	104.3	104.9	104.0	106.3	102.7	101.1
Nondurable-goods stores, total.....	104.1	99.4	98.9	101.6	102.9	99.2	95.9	96.1	95.2	96.3	99.3	109.8
General merchandise group.....	112.3	101.4	95.2	94.9	99.1	95.4	91.8	93.2	94.0	95.6	101.2	126.2
Department stores.....	115.1	101.6	94.0	93.0	98.3	93.7	92.0	91.7	91.7	94.6	100.8	131.2
Apparel group.....	109.8	98.1	99.7	100.8	95.3	94.5	90.1	91.1	96.2	100.3	103.2	125.6
Furniture and appliance group.....	102.1	98.8	96.6	97.8	99.4	100.2	97.8	99.1	99.9	102.5	103.0	108.5
Furniture, home furnishings stores.....	101.7	97.1	94.8	99.7	100.8	99.2	96.4	99.7	102.7	104.1	102.6	108.3
Lumber, building, hardware, farm equipment group.....	87.7	85.4	87.1	95.1	101.2	102.6	108.9	110.3	109.3	111.8	103.3	93.7
Lumber yards, building materials dealers.....	89.2	86.4	86.2	94.9	99.4	100.1	106.7	109.0	109.3	111.6	106.2	94.9
Lumber yards.....	88.3	86.4	84.8	94.6	99.9	103.3	108.2	109.8	108.8	110.9	104.7	94.1
Automotive group.....	97.8	93.7	95.6	98.9	102.7	102.7	101.6	99.4	98.0	106.0	102.4	102.0
Passenger car dealers (franchised).....	99.4	95.0	96.7	101.5	102.3	101.2	100.2	99.1	96.3	101.3	101.5	102.9
Gasoline service stations.....	96.7	94.4	98.2	100.2	102.5	104.0	100.7	101.7	100.3	101.9	101.4	95.8
INSTALLMENT ACCOUNTS												
United States, total.....	105.0	98.5	98.4	98.0	98.8	100.0	99.0	99.3	99.2	98.7	98.8	107.6
Durable-goods stores, total.....	101.4	98.4	98.7	97.1	98.7	101.1	100.8	101.5	101.5	99.0	98.3	105.2
Nondurable-goods stores, total.....	107.6	98.6	98.1	98.6	98.8	99.1	97.9	97.6	97.7	98.4	99.4	109.2
General merchandise group.....	107.8	98.6	98.0	98.6	98.4	97.6	97.8	97.7	98.0	98.6	100.0	109.6
Department stores.....	109.1	98.3	97.9	99.0	98.0	98.3	98.1	98.3	98.3	99.3	99.5	109.4
Apparel group.....	108.8	102.2	101.4	100.3	99.9	99.6	95.1	94.6	94.9	97.6	94.4	111.0
Furniture and appliance group.....	102.7	100.8	99.1	97.2	100.6	99.5	98.4	99.3	99.6	98.3	97.5	105.9
Furniture, home furnishings stores.....	103.9	101.4	99.5	96.5	99.8	99.0	98.2	100.1	99.4	98.4	97.4	106.1
Household appliance, TV, radio stores.....	98.9	98.7	98.0	99.7	103.6	101.4	98.5	99.0	99.7	97.8	98.9	104.6
Automotive group.....	94.7	92.0	95.8	98.7	99.3	103.9	105.5	105.3	101.5	100.0	102.7	103.9
Tire, battery, accessory dealers.....	97.2	95.7	94.6	95.0	96.2	105.8	107.5	106.0	103.9	96.9	100.2	101.9
Group II Stores												
United States, total.....	107.0	98.5	97.5	97.7	98.5	98.3	97.4	98.2	98.5	98.7	100.1	109.6
Durable-goods stores, total.....	99.4	96.2	96.6	97.0	98.4	100.2	101.1	102.8	103.3	102.3	101.7	103.4
Nondurable-goods stores, total.....	109.5	99.2	97.7	97.9	98.5	97.8	97.6	98.3	98.9	99.9	101.2	111.5
General merchandise group.....	109.9	99.3	97.3	97.5	98.1	97.4	97.8	98.9	99.4	99.8	101.3	110.8
Department stores.....	111.3	99.2	97.6	98.0	97.8	97.2	97.9	98.7	99.5	100.7	101.2	112.3
Apparel group.....	110.0	101.1	100.7	100.6	98.0	98.4	94.6	91.7	93.0	96.7	98.6	119.5
Furniture and appliance group.....	100.9	100.2	100.3	98.7	98.8	98.4	98.5	97.9	99.0	99.8	100.3	104.2
Tire, battery, accessory dealers.....	96.1	94.7	93.5	95.4	98.3	104.9	108.6	105.9	103.2	98.8	101.8	101.9
CHARGE ACCOUNTS												
United States, total.....	105.5	97.0	95.4	95.3	98.8	98.7	96.7	97.7	98.4	100.4	101.2	114.5
Durable-goods stores, total.....	91.8	87.5	91.7	96.1	98.0	101.3	103.9	107.3	107.9	109.4	106.3	99.3
Nondurable-goods stores, total.....	112.3	101.8	97.3	94.9	99.3	97.4	93.2	92.3	93.1	96.2	98.9	121.9
General merchandise group.....	117.5	103.3	94.0	90.8	97.6	95.0	89.5	90.0	92.9	95.5	101.2	131.0
Department stores.....	118.9	103.9	94.1	90.1	97.7	92.7	88.4	88.3	89.9	94.6	99.2	136.3
Apparel group.....	110.6	101.1	99.7	100.5	98.2	99.1	96.9	90.6	92.5	96.4	96.8	120.8
Furniture and appliance group.....	92.9	101.4	97.2	102.1	94.8	100.1	100.3	95.2	97.8	102.5	100.7	107.2
INSTALLMENT ACCOUNTS												
United States, total.....	107.4	98.9	98.0	98.2	98.4	98.3	97.5	98.1	98.3	98.4	100.0	109.1
Durable-goods stores, total.....	102.2	99.4	98.5	97.4	98.5	99.7	100.1	100.5	101.2	99.8	100.4	105.0
Nondurable-goods stores, total.....	108.9	98.7	97.8	98.5	98.3	97.9	96.8	97.6	97.9	98.6	100.5	110.9
General merchandise group.....	109.0	98.8	97.7	98.4	98.2	97.7	96.9	97.8	97.9	98.6	100.5	110.5
Department stores.....	110.1	98.5	98.1	99.2	97.8	97.9	97.5	98.5	99.3	99.5	100.3	110.9
Apparel group.....	109.4	101.1	101.6	100.8	97.8	97.7	92.6	92.5	93.5	97.1	100.0	117.8
Furniture and appliance group.....	101.9	110.0	100.7	98.3	99.3	98.2	98.4	98.4	99.1	99.3	100.3	104.2

Note: The adjustment factors shown in this table for the months of January through June have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for July through December are based on additional data through April 1965.

The adjustment factors shown above for accounts receivables are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64
Drug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58
Liquor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06
	GROUP II STORES											
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00
Drug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

U is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

S is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

CI is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

I is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

C is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

I/C is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.86 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and 10.21 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.67 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1½ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run				
									CI	I	C	MCD	
TOTAL ACCOUNTS RECEIVABLE													
All Stores													
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11	
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05	
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82	
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00	
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11	
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92	
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83	
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65	
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50	
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50	
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50	
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50	
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32	
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76	
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15	
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44	
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50	
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50	
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25	
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91	
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77	
CHARGE ACCOUNTS													
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76	
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05	
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25	
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71	
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88	
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44	
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77	
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77	
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50	
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10	
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50	
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50	
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10	
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71	
INSTALLMENT ACCOUNTS													
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11	
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73	
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42	
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50	
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25	
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73	
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71	
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71	
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00	
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71	
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65	
TOTAL ACCOUNTS RECEIVABLE													
Group II Stores													
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82	
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85	
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42	
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50	
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61	
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25	
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50	
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27	
CHARGE ACCOUNTS													
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32	
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82	
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.85	
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.71	
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20	
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43	
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25	
INSTALLMENT ACCOUNTS													
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22	
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20	
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29	
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22	
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61	
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85	
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05	

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES	NORTH CENTRAL STATES	THE SOUTH	THE WEST
<u>New England Division</u>	<u>East North Central Division</u>	<u>South Atlantic Division</u>	<u>Mountain Division</u>
Maine	Ohio	Delaware	Montana
New Hampshire	Indiana	Maryland	Idaho
Vermont	Illinois	District of Columbia	Wyoming
Massachusetts	Michigan	Virginia	Colorado
Rhode Island	Wisconsin	West Virginia	New Mexico
Connecticut		North Carolina	Arizona
	<u>West North Central Division</u>	South Carolina	Utah
<u>Middle Atlantic Division</u>	Minnesota	Georgia	Nevada
New York	Iowa	Florida	
New Jersey	Missouri	<u>East South Central Division</u>	<u>Pacific Division</u>
Pennsylvania	North Dakota	Kentucky	Washington
	South Dakota	Tennessee	Oregon
	Nebraska	Alabama	California
	Kansas	Mississippi	Alaska
		<u>West South Central Division</u>	Hawaii
		Arkansas	
		Louisiana	
		Oklahoma	
		Texas	

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Pateron-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.
Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

SP AID
ING OFFICE

**CAPITAL EXPENDITURES OF TRADE AND SERVICE
ESTABLISHMENTS IN THE UNITED STATES: 1963**

Capital Expenditures: 1963, has been issued by the Bureau of the Census and is available from the Bureau at 25¢ per copy. Single copies are available free of charge for individuals or organizations that furnished data for the survey; Federal, State and local government agencies; public, educational and selected scientific libraries; nonprofit civic, research, and trade associations; members of Congress for their personal use; foreign and international statistical agencies on an exchange basis; and embassies. All correspondence regarding this report should be directed to the Bureau of the Census, Washington, D.C., 20233.

381
11033152

Comm



For release
November 10, 1965

BR-65-9

SALES AND ACCOUNTS RECEIVABLE OF RETAIL STORES, BY KIND OF BUSINESS SEPTEMBER 1965

SALES
United States
Regions and Geographic Divisions
Selected Large States and Standard Metropolitan Statistical Areas

ACCOUNTS
RECEIVABLE
United States
Charge Account Balances
Installment Account Balances

PERCENT CHANGE IN SALES BY GEOGRAPHIC DIVISION: FIRST 9 MONTHS 1965 FROM 1964 (Based on data not adjusted for seasonal variations and trading day differences)

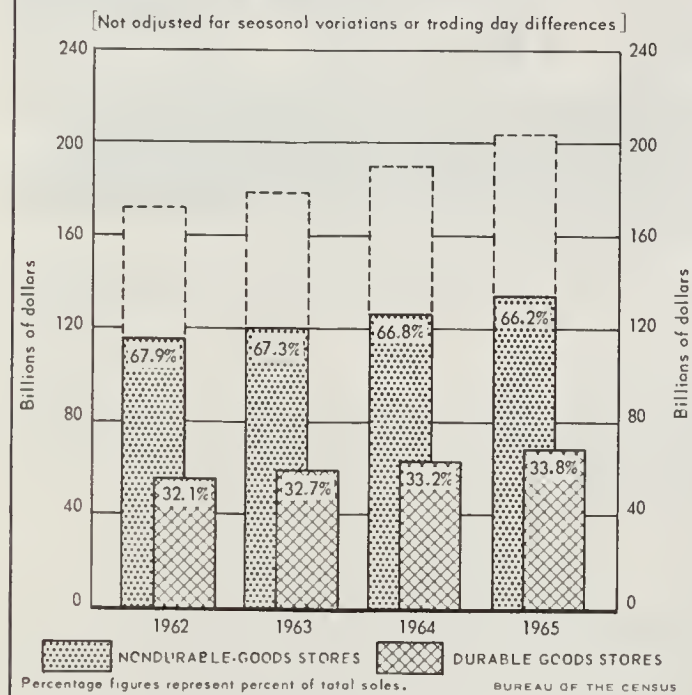


For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$6.00. Single copies, available from the Government Printing Office, 10¢ each.

THE LIBRARY OF THE

NOV 29 1965

SALES OF ALL RETAIL STORES— FIRST 9 MONTHS 1962 THROUGH 1965



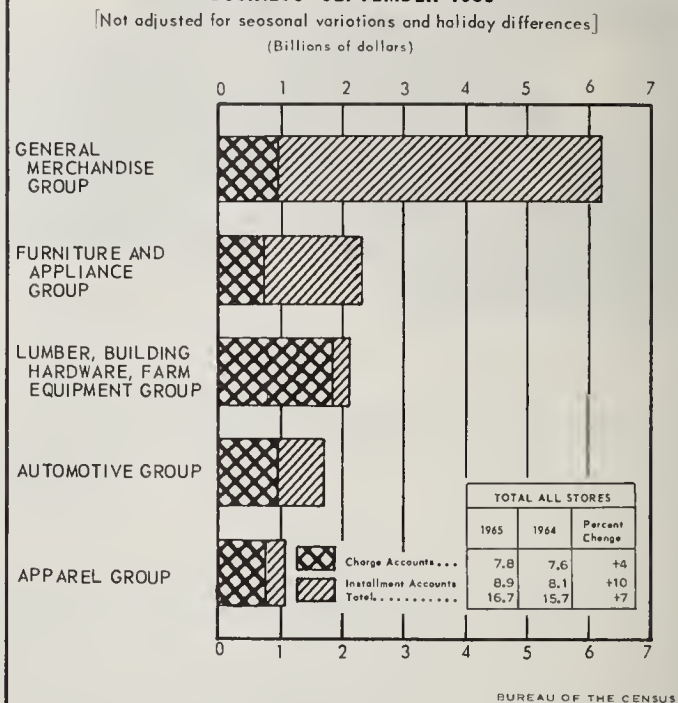
SALES

Total sales of all retail stores in the United States during September 1965 were estimated at \$22.7 billion, 1 percent below August 1965 but 7 percent above September 1964. After adjustment for seasonal variations and trading day differences but not for price changes, September 1965 sales amounted to \$23.8 billion, an increase of 1 percent from August 1965 and 7 percent above September a year ago. September 1965 adjusted sales of nondurable-goods stores increased 2 percent from August 1965 and 9 percent from September 1964. September adjusted sales of durable-goods stores decreased 1 percent from the previous month but increased 3 percent from September 1964.

Based on adjusted data in the nondurable goods category the food group, eating and drinking places and the general merchandise group each showed an increase of 2 percent from August 1965. The apparel group increased 1 percent from the previous month. In the durable-goods category the automotive group and the lumber, building, hardware, and farm equipment group each decreased 1 percent from August 1965 while the furniture and appliance group remained virtually unchanged.

In comparison with September 1964, adjusted sales for all major kind-of-business groups increased. In the nondurable-goods category the increases were: the general merchandise group, up 14 percent; eating and drinking places, up 13 percent; the food group, up 7 percent; and the apparel group, up 5

END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES FOR SELECTED KINDS OF BUSINESS—SEPTEMBER 1965



percent. In the durable-goods category the increases were: the lumber, building, hardware, and farm equipment group, up 7 percent; the furniture and appliance group, up 6 percent; and the automotive group, up 1 percent.

Based on unadjusted data, the 4 regions of the United States had total sales of all retail stores for September 1965 and year-to-year comparisons as follows: the Northeastern States—\$5.6 billion, up 5 percent; the North Central States—\$6.7 billion, up 6 percent; the South—\$6.3 billion, up 10 percent; and the West—\$4.1 billion, up 4 percent.

For the five largest standard metropolitan statistical areas, the total unadjusted retail sales for all stores for September 1965 and comparisons with September 1964 were: New York—\$1.3 billion, up 2 percent; Los Angeles-Long Beach—\$1.0 billion, down 6 percent; Chicago—\$0.9 billion, up 9 percent; Detroit—\$0.5 billion, down 1 percent; and Philadelphia—\$0.5 billion, up 1 percent.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported \$16.7 billion in total accounts receivable balances owed by customers as of September 30, 1965. After adjustment for seasonal variations but not for price changes, total receivable balances were 2 percent above the August 1965 level and 6 percent above September 1964. Compared with September 1964, adjusted installment account balances increased 9 percent and adjusted charge account balances increased 4 percent.

MONTHLY SALES AND END-OF-MONTH ACCOUNTS RECEIVABLE OF ALL RETAIL STORES
FOR THE UNITED STATES

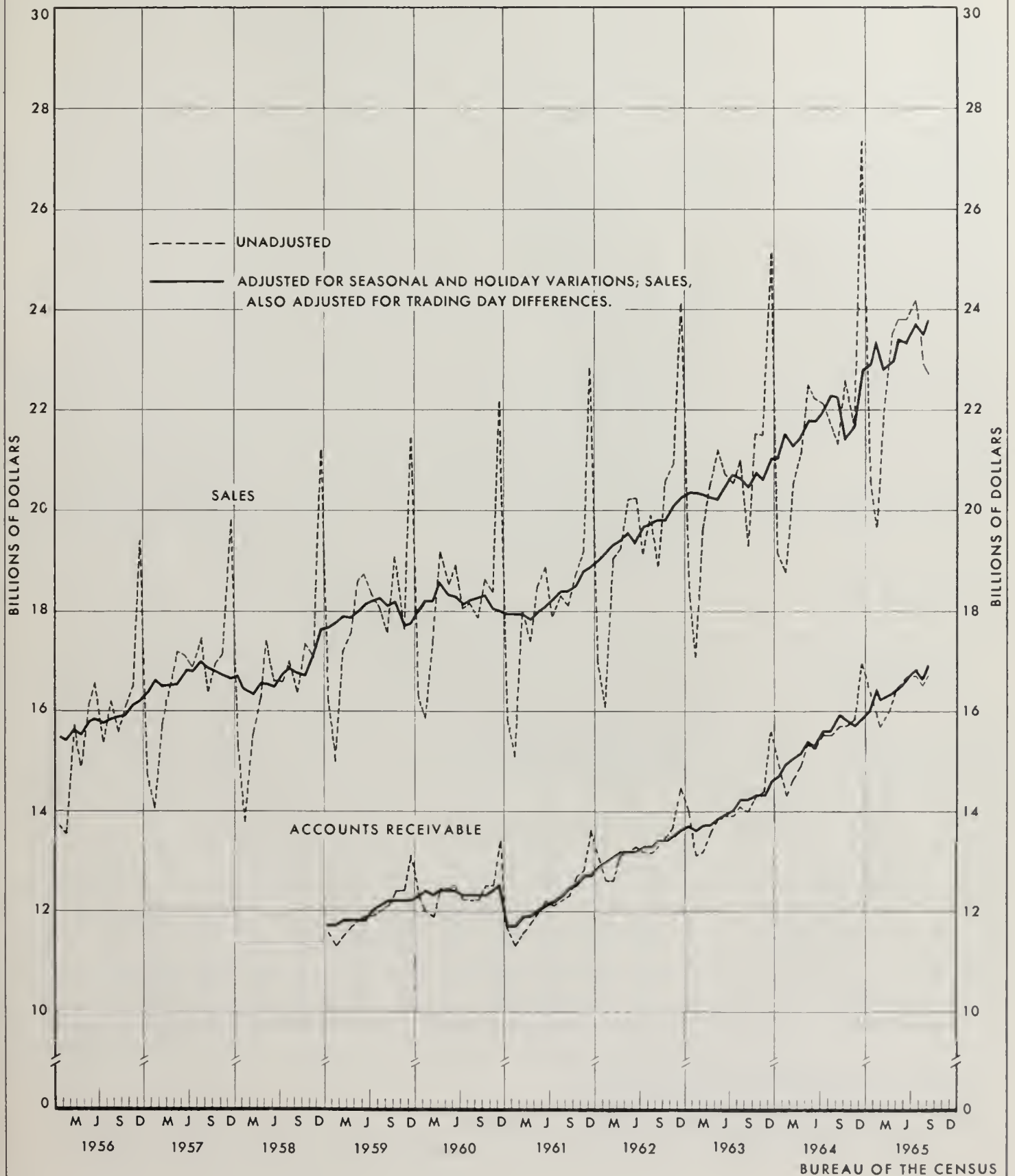


Table 1.—ESTIMATED MONTHLY SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Millions of dollars)														
	1965									1964				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total ²	20,581	19,608	21,915	23,525	23,820	23,825	24,129	22,989	22,741	21,313	22,605	21,720	27,719	203,133	189,586
Durable-goods stores, total.....	6,665	6,664	7,709	8,061	8,225	8,451	8,154	7,539	7,131	6,893	7,133	6,813	8,201	68,599	62,969
Nondurable-goods stores, total.....	13,916	12,944	14,206	15,464	15,595	15,374	15,975	15,450	15,610	14,420	15,472	14,907	19,518	134,534	126,617
Food group ²	5,242	4,854	5,158	5,381	5,441	5,422	5,983	5,402	5,501	5,099	5,528	5,017	5,762	48,384	45,884
Grocery stores.....	4,786	4,405	4,684	4,886	4,926	4,902	5,427	4,874	4,983	4,612	5,031	4,546	5,208	43,873	41,488
Meat markets.....	121	115	121	125	129	132	141	128	129	117	128	113	130	1,141	1,129
Bakery products stores.....	95	90	97	96	92	94	90	88	90	92	99	96	106	832	833
Eating and drinking places.....	1,559	1,453	1,595	1,699	1,818	1,852	2,001	1,969	1,861	1,671	1,688	1,568	1,658	15,807	14,487
Eating places.....	1,114	1,036	1,152	1,233	1,330	1,367	1,476	1,461	1,366	1,204	1,207	1,118	1,170	11,535	10,314
Restaurants, cafeterias, lunchrooms.....	937	867	954	1,004	1,054	1,082	1,170	1,164	1,098	976	989	921	975	9,330	8,380
Drinking places.....	445	417	443	466	488	485	525	508	495	467	481	450	488	4,272	4,173
General merchandise group ²	2,094	1,998	2,391	2,779	2,744	2,682	2,608	2,793	2,869	2,550	2,801	3,021	5,048	22,958	20,851
Department stores and dry goods, general merchandise stores.....	1,549	1,427	1,731	2,026	2,010	1,975	1,908	2,043	2,114	1,857	2,056	2,180	3,673	16,783	15,031
Department stores.....	1,254	1,159	1,418	1,649	1,618	1,551	1,669	1,741	1,819	1,519	1,668	1,761	2,977	13,705	12,225
Variety stores.....	311	333	371	456	442	427	431	445	442	400	430	473	901	3,658	3,365
Mail order houses (department store merchandise).....	135	147	192	194	189	179	168	207	218	189	209	262	341	1,629	1,528
Apparel group ²	1,100	917	1,072	1,411	1,281	1,229	1,166	1,197	1,327	1,289	1,376	1,355	2,324	10,700	10,512
Men's, boys' wear stores ³	231	181	193	257	248	260	229	219	238	234	269	273	523	2,056	1,963
Men's, boys' clothing, furnishings stores.....	224	176	187	248	242	254	225	215	235	229	261	265	513	2,006	1,904
Women's apparel, accessory stores ⁴	439	378	448	555	511	468	452	456	502	497	547	539	924	4,209	4,105
Women's ready-to-wear stores.....	382	331	395	486	447	405	390	397	437	435	480	474	806	3,670	3,562
Family clothing stores.....	201	168	194	261	246	241	238	263	289	250	281	270	473	2,101	2,046
Shoe stores.....	183	152	190	276	226	212	194	198	234	235	215	210	306	1,865	1,902
Furniture and appliance group.....	953	903	1,000	1,000	1,045	1,110	1,136	1,143	1,158	1,088	1,182	1,169	1,488	9,448	9,254
Furniture, home furnishings stores.....	631	598	665	671	700	746	765	760	732	696	776	752	890	6,268	6,044
Furniture stores.....	464	423	477	482	515	556	574	574	551	508	569	550	680	4,616	4,399
Household appliance, TV, radio stores.....	322	305	335	329	345	364	371	383	426	392	406	417	598	3,180	3,210
Household appliance dealers.....	228	219	243	242	262	280	282	284	309	285	287	294	417	2,349	2,336
Lumber, building, hardware, farm equipment group ²	957	955	1,158	1,427	1,583	1,600	1,565	1,521	1,538	1,397	1,449	1,241	1,242	12,304	11,702
Lumber yards, building materials dealers ⁵	553	528	636	759	854	920	937	909	879	814	871	743	643	6,975	6,604
Lumber yards.....	356	335	413	494	552	615	629	611	581	544	591	489	412	4,586	4,365
Hardware stores.....	190	169	193	240	264	255	256	242	250	231	247	252	349	2,059	1,935
Automotive group.....	4,219	4,247	4,958	5,036	4,984	5,071	4,800	4,225	3,729	3,728	3,858	3,713	4,370	41,269	36,550
Passenger car, other automotive dealers.....	4,032	4,069	4,744	4,780	4,711	4,793	4,523	3,970	3,490	3,503	3,614	3,471	4,057	39,112	34,364
Passenger car dealers ⁶	3,944	3,973	4,614	4,604	4,518	4,576	4,289	3,762	3,323	3,385	3,486	3,357	3,947	37,603	33,259
Passenger car dealers (franchised).....	3,641	3,657	4,240	4,233	4,172	4,237	3,960	3,483	3,061	3,124	3,193	3,069	3,677	34,684	30,616
Tire, battery, accessory dealers.....	187	178	214	256	273	278	277	255	239	225	244	242	313	2,157	2,076
Gasoline service stations.....	1,679	1,561	1,698	1,769	1,847	1,899	1,967	1,930	1,823	1,701	1,761	1,712	1,790	16,173	15,032
Drug and proprietary stores.....	716	692	731	736	749	744	764	755	769	701	724	689	966	6,656	6,206
Drug stores.....	691	669	705	707	719	716	731	724	737	667	691	661	930	6,399	5,981
Liquor stores.....	455	433	448	482	506	493	538	493	501	475	510	518	770	4,349	4,161
Data ADJUSTED for seasonal variations and trading day differences															
United States, total ²	22,900	23,317	22,805	22,865	23,352	23,331	23,743	23,544	23,774	22,254	21,383	21,661	22,781	209,631	195,153
Durable-goods stores, total.....	7,855	7,966	7,669	7,550	7,703	7,760	7,922	7,837	7,789	7,541	6,496	6,695	7,645	70,051	64,211
Nondurable-goods stores, total.....	15,045	15,351	15,136	15,315	15,649	15,571	15,821	15,707	15,985	14,713	14,887	14,966	15,136	139,580	130,942
Food group.....	5,192	5,338	5,301	5,400	5,405	5,489	5,546	5,517	5,626	5,250	5,229	5,258	5,409	48,814	46,179
Grocery stores.....	4,714	4,841	4,809	4,910	4,904	4,978	5,015	4,996	5,100	4,755	4,736	4,774	4,913	44,267	41,751
Eating and drinking places.....	1,704	1,720	1,699	1,741	1,767	1,749	1,814	1,775	1,805	1,600	1,637	1,609	1,653	15,774	14,443
General merchandise group ²	2,832	2,848	2,801	2,781	2,913	2,795	2,912	2,889	2,946	2,591	2,664	2,738	2,762	25,717	23,296
Department stores.....	1,715	1,712	1,666	1,676	1,753	1,666	1,757	1,740	1,768	1,516	1,568	1,580	1,600	15,453	13,738
Variety stores.....	439	456	454	432	472	462	467	468	476	427	429	466	442	4,126	3,799
Mail order houses (department store mchse.)..	193	196	208	197	210	205	216	207	220	192	198	191	196	1,852	1,737
Apparel group ²	1,327	1,335	1,261	1,253	1,326	1,305	1,347	1,336	1,347	1,285	1,301	1,310	1,300	11,837	11,622
Men's, boys' wear stores ³	258	265	253	254	263	254	260	267	266	261	259	261	257	2,340	2,232
Women's apparel, accessory stores ⁴	531	531	513	499	519	517	527	511	511	504	512	517	518	4,659	4,539
Shoe stores.....	223	219	210	205	224	216	213	208	217	206	210	229	226	1,935	1,967
Furniture and appliance group.....	1,103	1,081	1,094	1,086	1,085	1,107	1,135	1,132	1,136	1,067	1,088	1,098	1,113	9,959	9,731
Furniture, home furnishings stores.....	748	715	720	706	720	742	765	742	714	679	703	701	702	6,572	6,331
Household appliance, TV, radio stores.....	355	366	374	380	365	365	370	390	422	388	385	397	411	3,387	3,400
Lumber, building, hardware, farm equipment group.....	1,377	1,352	1,303	1,337	1,434	1,392	1,384	1,387	1,376	1,285	1,273	1,256	1,310	12,342	11,712
Lumber yards, building materials dealers ⁵	805	756	746	738	791	808	804	778	771	729	741	721	742	6,997	6,634
Hardware stores.....	245	235	224	230	239	234	245	247	253	237	242	261	262	2,152	1,994
Automotive group ⁷	4,709	4,855	4,592	4,455	4,538	4,584	4,720	4,639	4,594	4,531	3,495	3,685	4,588	41,686	36,823
Passenger car, other automotive dealers ⁶	4,470	4,608	4,352	4,204	4,279	4,341	4,474	4,387	4,341	4,301	3,265	3,428	4,344	39,456	34,676
Tire, battery, accessory dealers.....	239	247	240	251	259	243	246	252	253	230	230	257	244	2,230	2,147
Gasoline service stations.....	1,749	1,798	1,774	1,798	1,818	1,829	1,835	1,826	1,834	1,695	1,722	1,738	1,755	16,261	15,021
Drug and proprietary stores.....	734	745	748	760	749	758	776	779	807	734	739	724	731	6,856	6,367
Liquor stores.....	499	515	504	512	525	521	522	509	530	499	503	509	508	4,637	4,416

Note: Sampling variabilities for unadjusted data shown in table 13, page 14.

¹Preliminary estimates, see Explanatory Material, page 21.²U.S. and group totals include kinds of business not shown separately.³Includes men's, boys' clothing, furnishings stores and custom tailors.⁴Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.⁵Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.⁶Includes both franchised and nonfranchised car dealers.⁷Extreme care should be taken in interpreting data in this category for September due to the difficulty in adjusting passenger cars for the model changeover.

Table 2.--PERCENT CHANGE IN SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	September 1965 from—		9 mos. 1965 from 9 mos. 1964		September 1965 from—		9 mos. 1965 from 9 mos. 1964
	September 1964	August 1965			September 1964	August 1965	

Based on data NOT ADJUSTED for seasonal variations or trading day differences

United States, total.....	+7	-1	+7	Furniture and appliance group.....	+6	+1	+2
Durable-goods stores, total.....	+3	-5	+9	Furniture stores.....	+8	-4	+4
Nondurable-goods stores, total.....	+8	+1	+6	Floor coverings stores*.....	-5	+2	-1
Food group.....	+8	+2	+5	Household appliance, TV, radio stores.....	+9	+11	-1
Grocery stores.....	+8	+2	+6	Household appliance stores.....	+8	+9	+1
Meat markets.....	+10	+1	+1	TV, radio stores*.....	+10	+18	-5
Fruit stores, vegetable markets*.....	+28	0	+1	Lumber, building, hardware, farm equip. group....	+10	+1	+5
Candy, nut, confectionery stores*.....	+11	-2	+18	Lumber, building materials dealers.....	+8	-3	+6
Bakery products stores.....	-2	+2	0	Lumber yards.....	+7	-5	+5
Delicatessen stores*.....	+7	0	+2	Paint, glass, wallpaper stores*.....	+8	-7	+8
Eating and drinking places.....	+11	-5	+9	Heating and plumbing equipment dealers*.....	-16	+7	-21
Eating places.....	+13	-7	+12	Hardware stores.....	+8	+3	+6
Restaurants, cafeterias, lunchrooms.....	+12	-6	+11	Farm equipment dealers*.....	+16	+11	+3
Drinking places.....	+6	-3	+2	Automotive group.....	0	-12	+13
General merchandise group.....	+12	+3	+10	Passenger car dealers.....	-2	-12	+13
Department stores and dry goods, general merchandise stores.....	+14	+3	+12	Passenger car dealers (franchised).....	-2	-12	+13
Department stores.....	+15	+4	+12	Tire, battery, accessory dealers.....	+6	-6	+4
Variety stores.....	+10	-1	+9	Gasoline service stations.....	+7	-6	+8
Mail order houses (department store merchandise).....	+15	+5	+7	Fuel, fuel oil dealers*.....	+11	+21	+10
Apparel group.....	+3	+11	+2	Fuel dealers, except fuel oil*.....	0	+22	+4
Men's, boys' clothing, furnishings stores.....	+3	+9	+5	Fuel oil dealers*.....	+23	+22	+15
Men's, boys' clothing stores*.....	+2	+8	+6	Drug and proprietary stores.....	+10	+2	+7
Men's, boys' furnishings stores*.....	+4	+12	+2	Drug stores.....	+10	+2	+7
Women's ready-to-wear stores.....	0	+10	+3	Liquor stores.....	+5	+2	+5
Family clothing stores.....	+16	+10	+3	Jewelry stores*.....	0	-8	+7
Women's apparel, accessory, specialty stores*..	+10	+17	-2	Florists*.....	+10	+7	+11
Shoe stores.....	0	+18	-2	Book stores*.....	(NA)	+68	(NA)
				Stationery stores*.....	-4	+25	-7
				Music stores*.....	+4	+43	+22
				Camera, photographic supply stores*.....	-21	-4	-9
				Optical goods stores*.....	+11	0	+12
				Typewriter stores*.....	-36	+13	-36

Kind of business	Percent changes in sales-- all retail stores			Kind of business	Percent changes in sales-- all retail stores		
	September 1965 from—		9 mos. 1965 from 9 mos. 1964		September 1965 from—		9 mos. 1965 from 9 mos. 1964
	September 1964	August 1965			September 1964	August 1965	

Based on data ADJUSTED for seasonal variations and trading day differences

United States, total.....	+7	+1	+7	Furniture and appliance group.....	+6	0	+2
Durable-goods stores, total.....	+3	-1	+9	Furniture, home furnishings stores.....	+5	-4	+4
Nondurable-goods stores, total.....	+9	+2	+7	Household appliance, TV, radio stores.....	+9	+8	0
Food group.....	+7	+2	+6	Lumber, building, hardware, farm equip. group....	+7	-1	+5
Grocery stores.....	+7	+2	+6	Lumber, building materials dealers.....	+6	-1	+5
Eating and drinking places.....	+13	+2	+9	Hardware stores.....	+7	+2	+8
General merchandise group.....	+14	+2	+10	Automotive group.....	+1	-1	+13
Department stores.....	+17	+2	+12	Passenger car and other automotive dealers....	+1	-1	+14
Variety stores.....	+11	+2	+9	Tire, battery, accessory dealers.....	+10	0	+4
Mail order houses (department store merchandise).....	+15	+6	+7	Gasoline service stations.....	+8	0	+8
Apparel group.....	+5	+1	+2	Drug and proprietary stores.....	+10	+4	+8
Men's, boys' wear stores.....	+2	0	+5	Liquor stores.....	+6	+4	+5
Women's apparel, accessory stores.....	+1	0	+3				
Shoe stores.....	+5	+4	-2				

Note: Sampling variabilities, based on unadjusted data, shown in table 14, page 14, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 15, page 14.

* See Explanatory Materials, page 22.

(NA) Not available.

Table 3.—ESTIMATED MONTHLY RETAIL SALES OF FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965									1964				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total.....	4,699	4,368	4,972	5,594	5,507	5,446	5,641	5,450	5,631	5,133	5,637	5,451	7,734	47,308	44,369
Durable-goods stores, total.....	322	311	374	419	437	459	451	449	446	438	436	452	560	3,668	3,584
Nondurable-goods stores, total.....	4,377	4,057	4,598	5,175	5,070	4,987	5,190	5,001	5,185	4,695	5,201	4,999	7,174	43,640	40,785
Food group.....	2,184	2,011	2,140	2,290	2,232	2,180	2,444	2,105	2,206	2,063	2,359	2,041	2,417	19,792	18,817
Grocery stores.....	2,125	1,952	2,081	2,222	2,163	2,111	2,374	2,036	2,138	1,999	2,293	1,981	2,332	19,202	18,297
Eating and drinking places.....	115	111	126	132	140	144	147	148	145	129	127	120	123	1,208	1,076
General merchandise group.....	1,375	1,286	1,580	1,868	1,863	1,833	1,790	1,930	1,975	1,717	1,877	2,004	3,358	15,500	14,136
Department stores and dry goods, general merchandise stores.....	1,016	904	1,134	1,353	1,357	1,339	1,300	1,401	1,438	1,243	1,360	1,426	2,377	11,242	10,156
Department stores.....	887	793	994	1,175	1,184	1,165	1,128	1,210	1,251	1,079	1,182	1,247	2,089	9,787	8,843
Variety stores.....	229	246	280	345	336	328	328	342	340	305	330	350	675	2,774	2,573
Apparel group.....	263	225	290	406	349	338	304	328	366	341	361	367	626	2,869	2,791
Men's, boys' wear stores ²	28	22	25	36	34	33	28	26	30	28	36	37	67	262	247
Women's apparel, accessory stores ³	106	93	124	162	147	138	130	138	152	140	153	161	272	1,190	1,171
Women's ready-to-wear stores.....	98	86	115	149	135	127	120	129	141	130	141	150	250	1,100	1,079
Shoe stores.....	74	65	81	124	97	96	81	88	105	103	90	91	147	811	814
Furniture and appliance group.....	86	84	102	104	108	114	107	110	113	108	111	117	146	928	872
Tire, battery, accessory dealers.....	80	74	89	108	115	118	117	110	104	93	104	102	142	915	848
Drug and proprietary stores.....	149	145	162	167	169	171	177	171	175	154	160	155	252	1,486	1,329
Liquor stores.....	95	93	101	104	108	103	115	102	108	100	112	114	184	929	881

Data ADJUSTED for seasonal variations and trading day differences

United States, total.....	5,367	5,439	5,397	5,470	5,619	5,563	5,654	5,694	5,782	5,296	5,309	5,382	5,440	49,985	46,809
Grocery stores.....	2,045	2,133	2,117	2,164	2,176	2,190	2,180	2,194	2,220	2,105	2,113	2,110	2,174	19,419	18,481
Eating and drinking places.....	124	127	128	134	137	138	137	139	142	125	123	122	122	1,206	1,068
General merchandise group.....	1,897	1,870	1,867	1,842	1,968	1,883	1,980	1,990	2,020	1,755	1,783	1,830	1,819	17,317	15,783
Department stores.....	1,223	1,180	1,164	1,163	1,238	1,171	1,251	1,263	1,265	1,093	1,113	1,147	1,145	10,918	9,839
Variety stores.....	336	344	343	325	359	351	351	357	363	327	325	344	330	3,129	2,912
Apparel group.....	355	347	333	346	352	351	358	362	369	337	341	349	353	3,173	3,096
Men's, boys' wear stores ²	33	34	30	36	35	33	34	34	36	33	33	32	32	305	289
Women's apparel, accessory stores ³	151	145	143	144	146	145	150	148	155	142	144	149	148	1,327	1,312
Shoe stores.....	94	92	89	93	96	96	94	97	97	92	90	100	100	848	850
Tire, battery, accessory dealers.....	105	106	102	107	109	103	104	111	111	97	100	106	103	958	881
Drug and proprietary stores.....	159	163	169	177	174	175	183	181	185	165	167	160	163	1,566	1,401

¹Based on weekly sales figures converted to calendar month totals. September 1965 weekly sales (in millions of dollars) were as follows: For week ending September 4 = 537; September 11 = 478; September 18 = 513; September 25 = 503; October 2 = 516.

²Includes men's, boys' clothing; furnishings stores and custom tailors.

³Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.

Table 4.—ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE RETAIL STORES—UNITED STATES, BY KIND OF BUSINESS:

(Millions of dollars)

Kind of business	1965									1964				Total 9 months	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	1965	1964
Data NOT ADJUSTED for seasonal variations or trading day differences															
United States, total ²	5,735	5,391	6,099	6,794	6,694	6,614	6,843	6,637	6,837	6,186	6,766	6,566	9,280	57,644	52,998
Food group.....	2,515	2,328	2,476	2,630	2,565	2,505	2,804	2,441	2,555	2,358	2,679	2,359	2,798	22,819	21,227
Grocery stores.....	2,428	2,242	2,385	2,529	2,462	2,403	2,699	2,340	2,455	2,262	2,580	2,265	2,672	21,943	20,457
Eating and drinking places.....	184	172	191	200	211	221	228	228	218	187	191	185	193	1,853	1,545
General merchandise group ²	1,521	1,441	1,760	2,062	2,043	2,003	1,948	2,107	2,159	1,858	2,035	2,196	3,718	17,044	15,376
Department stores and dry goods, general merchandise stores.....	1,142	1,034	1,287	1,515	1,510	1,487	1,436	1,558	1,602	1,370	1,503	1,585	2,687	12,571	11,264
Department stores.....	981	894	1,115	1,301	1,302	1,280	1,229	1,334	1,382	1,180	1,296	1,367	2,299	10,818	9,684
Drug and proprietary stores.....	183	178	195	198	205	204	212	210	213	188	193	187	304	1,798	1,584

¹Preliminary estimates, see Explanatory Materials, page 21.

²U.S. and group totals include kinds of business not shown separately.

Table 5.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY REGIONS AND KIND OF BUSINESS

7

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Region and kind of business	1965										1964				Percent change		
															Jan.-Sept. 1965 from Jan.-Sept. 1964		September 1965 from--
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.		Jan.-Sept. 1964	Sept. 1964	Aug. 1965
THE NORTHEASTERN STATES																	
TOTAL.....	5,276	4,955	5,513	5,953	5,986	6,012	6,069	5,581	5,631	5,362	5,673	5,581	7,337		+6	+5	+1
Durable-goods stores, total.....	1,498	1,457	1,722	1,838	1,894	1,937	1,878	1,601	1,497	1,498	1,553	1,578	1,964		+8	0	-6
Nondurable-goods stores, total...	3,778	3,498	3,791	4,115	4,092	4,075	4,191	3,980	4,134	3,864	4,120	4,003	5,373		+5	+7	+4
Food group.....	1,483	1,358	1,445	1,527	1,526	1,522	1,683	1,495	1,554	1,438	1,552	1,406	1,626		+5	+8	+4
Grocery stores.....	1,258	1,144	1,223	1,301	1,290	1,284	1,430	1,258	1,304	1,204	1,310	1,178	1,360		+5	+8	+4
Eating and drinking places.....	447	432	482	509	553	562	595	582	556	500	500	464	495		+8	+11	-4
GAP ² , total.....	1,091	1,004	1,172	1,376	1,370	1,380	1,288	1,300	1,443	1,348	1,464	1,542	2,504		+5	+7	+11
General merchandise group.....	511	487	576	666	675	681	629	648	709	635	695	764	1,323		+13	+12	+9
Department stores.....	327	302	367	421	430	430	387	403	453	402	440	464	806		+15	+13	+12
Apparel group.....	351	293	344	448	413	399	349	347	409	419	443	440	741		-3	-2	+18
Furniture and appliance group.....	229	224	252	262	282	300	310	305	325	294	326	338	440		-2	+11	+7
Lumber, bldg., hdwe., farm equip. grp.							C								+11	+16	+1
Gasoline service stations.....	304	289	312	327	344	346	366	360	336	314	317	307	312		+6	+7	-7
Drug and proprietary stores.....	164	154	162	165	165	163	169	165	169	161	166	158	211		+6	+5	+2
THE NORTH CENTRAL STATES																	
TOTAL.....	5,881	5,593	6,387	7,002	7,096	7,144	7,089	6,787	6,743	6,341	6,885	6,514	8,030		+8	+6	-1
Durable-goods stores, total.....	1,877	1,879	2,272	2,481	2,465	2,621	2,437	2,254	2,177	2,101	2,254	2,097	2,406		+11	+4	-3
Nondurable-goods stores, total...	4,004	3,714	4,115	4,521	4,631	4,523	4,652	4,533	4,566	4,240	4,631	4,417	5,624		+6	+8	+1
Food group.....	1,433	1,320	1,401	1,466	1,491	1,493	1,635	1,478	1,495	1,406	1,536	1,384	1,574		+4	+6	+1
Grocery stores.....	1,328	1,220	1,296	1,346	1,364	1,363	1,497	1,336	1,358	1,288	1,412	1,268	1,441		+4	+5	+2
Eating and drinking places.....	461	425	466	509	548	562	606	605	571	505	520	474	491		+10	+13	-6
GAP ² , total.....	1,195	1,086	1,321	1,532	1,478	1,446	1,400	1,505	1,581	1,438	1,576	1,646	2,554		+7	+10	+5
General merchandise group.....	638	613	747	878	869	840	796	873	906	817	896	966	1,540		+8	+11	+4
Department stores.....	382	353	436	522	525	513	482	525	553	487	532	555	916		+10	+14	+5
Apparel group.....	293	231	282	372	330	310	296	314	357	325	357	358	600		+6	+10	+14
Furniture and appliance group.....	264	242	292	282	279	296	308	318	318	296	323	322	414		+3	+7	0
Lumber, bldg., hdwe., farm equip. grp.	330	308	401	519	577	612	572	554	586	555	580	463	473		+3	+6	+6
Automotive group.....	1,144	1,186	1,430	1,528	1,453	1,534	1,393	1,217	1,077	1,061	1,176	1,126	1,256		+17	+2	-12
Gasoline service stations.....	560	512	548	577	597	604	624	608	576	546	583	562	595		+9	+5	-5
Drug and proprietary stores.....	217	207	215	216	216	218	230	222	225	214	227	213	299		+6	+5	+1
THE SOUTH																	
TOTAL.....	5,704	5,511	6,098	6,558	6,666	6,504	6,727	6,480	6,281	5,687	6,038	5,748	7,458		+9	+10	-3
Durable-goods stores, total.....	2,019	2,074	2,311	2,377	2,474	2,448	2,420	2,308	2,140	1,990	2,028	1,895	2,371		+11	+8	-7
Nondurable-goods stores, total...	3,685	3,437	3,787	4,181	4,192	4,056	4,307	4,172	4,141	3,697	4,010	3,853	5,087		+9	+12	-1
Food group.....	1,399	1,308	1,386	1,448	1,481	1,476	1,644	1,496	1,513	1,341	1,469	1,343	1,535		+9	+13	+1
Grocery stores.....	1,336	1,235	1,309	1,369	1,398	1,394	1,555	1,415	1,438	1,275	1,403	1,278	1,458		+9	+13	+2
Eating and drinking places.....	355	323	354	381	397	400	439	426	403	353	354	336	357		+12	+14	-5
GAP ² , total.....	1,130	1,050	1,206	1,438	1,375	1,320	1,353	1,429	1,407	1,280	1,422	1,422	2,331		+9	+10	-2
General merchandise group.....	550	528	634	752	719	670	683	739	716	631	714	748	1,280		+10	+13	-3
Department stores.....	277	256	323	377	367	345	346	383	375	328	373	385	656		+11	+14	-2
Apparel group.....	303	260	297	407	358	330	340	355	359	342	380	364	652		+6	+5	+1
Furniture and appliance group.....	277	262	275	279	298	320	330	335	332	307	328	310	399		+10	+8	-1
Lumber, bldg., hdwe., farm equip. grp.	293	296	323	411	433	416	401	419	407	352	370	329	329		+7	+16	C
Automotive group.....	1,303	1,359	1,541	1,523	1,567	1,524	1,511	1,369	1,200	1,146	1,159	1,073	1,337		+13	+5	-12
Gasoline service stations.....	498	460	508	528	551	574	599	586	557	496	511	501	531		+8	+12	-5
Drug and proprietary stores.....	197	196	207	205	214	208	206	206	208	185	191	185	257		+9	+12	+1
THE WEST																	
TOTAL.....	3,720	3,549	3,917	4,012	4,072	4,165	4,244	4,141	4,086	3,923	4,009	3,877	4,894		+5	+4	-1
Durable-goods stores, total.....	1,271	1,254	1,404	1,365	1,392	1,445	1,419	1,376	1,317	1,304	1,298	1,243	1,460		+5	+1	-4
Nondurable-goods stores, total...	2,449	2,295	2,513	2,647	2,680	2,720	2,825	2,765	2,769	2,619	2,711	2,634	3,434		+5	+6	0
Food group.....	927	868	926	940	943	931	1,021	933	949	914	971	884	1,027		+4	+4	+2
Grocery stores.....	864	806	856	870	874	861	945	865	883	845	906	822	949		+5	+4	+2
Eating and drinking places.....	296	273	293	300	320	328	361	356	331	313	314	294	315		+7	+6	-7
GAP ² , total.....	731	678	764	844	847	875	869	899	923	861	897	935	1,471		+4	+7	+3
General merchandise group.....	395	370	434	483	481	491	500	533	538	467	496	543	905		+10	+15	+1
Department stores.....							C								+13	+19	+1
Apparel group.....	153	133	149	184	180	190	181	181	202	203	196	193	331		-3	0	+12
Furniture and appliance group.....							C								-4	-4	C
Gasoline service stations.....	317	300	330	337	355	375	378	376	354	345	350	342	352		+6	+3	-6
Drug and proprietary stores.....	138	135	147	150	154	155	159	162	167	141	140	133	199		+8	+18	+3

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 27.

¹ Preliminary estimates.

² Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) (c) Sampling variability estimated for these figures ranges from 7.1 and 10.5 percent for dollar volume estimates and year-to-year percent change and between 3.1 and 4.5 for the percent change over 2 consecutive months. These data will be supplied on request but may not be published.

Table 6.--ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Geographic division and kind of business	1965									1964				Percent change		
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Jan.-Sept. 1965 from 1964		September 1965 from --
														Jan.-Sept. 1964	Sept. 1964	Aug. 1965
New England Division, total ²	1,373	1,252	1,377	1,479	1,480	1,527	1,564	1,473	1,480	1,380	1,427	1,419	1,936	+8	+7	0
Durable-goods stores.....	421	395	474	511	513	507	479	443	418	415	417	432	568	+6	+1	-6
Nondurable-goods stores.....	952	857	903	968	967	1,020	1,085	1,030	1,062	965	1,010	987	1,368	+9	+10	+3
Food group.....	368	327	343	355	366	392	441	396	409	364	386	349	405	+11	+12	+3
GAF ³ , total.....	244	222	255	309	307	319	300	314	343	306	315	338	616	+7	+12	+9
Gasoline service stations.....	81	75	84	87	91	97	103	98	90	88	86	80	82	+7	+2	-8
Middle Atlantic Division, total ²	3,903	3,703	4,136	4,474	4,506	4,485	4,505	4,108	4,151	3,982	4,246	4,162	5,401	+5	+4	+1
Durable-goods stores.....	1,077	1,062	1,248	1,327	1,381	1,430	1,399	1,158	1,079	1,083	1,136	1,146	1,396	+8	0	-7
Nondurable-goods stores.....	2,826	2,641	2,888	3,147	3,125	3,055	3,106	2,950	3,072	2,899	3,110	3,016	4,005	+4	+6	+4
Eating and drinking places.....	350	342	388	411	439	442	457	451	434	387	388	357	381	+7	+12	-4
GAF ³ , total.....	847	782	917	1,067	1,063	1,061	988	986	1,100	1,042	1,149	1,204	1,888	+4	+6	+12
General merchandise group.....	397	377	445	513	521	515	470	487	535	493	546	599	1,003	+11	+9	+10
Apparel group.....	269	230	274	354	328	319	276	286	321	324	351	345	565	-3	-1	+12
Gasoline service stations.....	223	214	228	240	253	249	263	262	246	226	231	227	230	+6	+9	-6
Drug and proprietary stores.....	116	111	119	122	121	118	122	120	121	118	122	114	146	+6	+3	+1
East North Central Division, total ² ..	4,209	4,011	4,592	4,988	5,027	5,030	4,991	4,797	4,789	4,464	4,882	4,653	5,738	+7	+7	0
Durable-goods stores.....	1,292	1,295	1,586	1,701	1,686	1,777	1,647	1,535	1,491	1,424	1,562	1,455	1,656	+10	+5	-3
Nondurable-goods stores.....	2,917	2,716	3,006	3,287	3,341	3,253	3,344	3,262	3,298	3,040	3,320	3,198	4,082	+6	+8	+1
Food group.....	1,090	1,009	1,073	1,119	1,126	1,122	1,224	1,101	1,118	1,046	1,142	1,041	1,187	+4	+7	+2
Eating and drinking places.....	344	313	345	378	405	413	447	453	428	369	380	348	361	+11	+16	-6
GAF ³ , total.....	876	799	985	1,128	1,088	1,063	1,027	1,106	1,169	1,050	1,148	1,208	1,880	+7	+11	+6
General merchandise group.....	463	449	551	640	635	611	572	628	653	596	644	706	1,115	+8	+10	+4
Apparel group.....	219	173	214	282	253	239	229	243	278	243	269	271	459	+7	+14	+14
Gasoline service stations.....	369	346	363	378	388	394	415	408	388	364	394	375	392	+8	+7	-5
Drug and proprietary stores.....	159	151	157	158	161	163	170	163	166	154	165	157	220	+7	+8	+2
West North Central Division, total ² ..	1,672	1,582	1,795	2,014	2,069	2,114	2,098	1,990	1,954	1,877	2,003	1,861	2,292	+8	+4	-2
Durable-goods stores.....	585	584	686	780	779	844	790	719	686	677	692	642	750	+13	+1	-5
Nondurable-goods stores.....	1,087	998	1,109	1,234	1,290	1,270	1,308	1,271	1,268	1,200	1,311	1,219	1,542	+6	+6	0
Food group.....	343	311	328	347	365	371	411	377	377	360	394	343	387	+3	+5	0
GAF ³ , total.....	319	287	336	404	390	383	373	399	412	388	428	438	674	+5	+6	+3
General merchandise group.....	175	164	196	238	234	229	224	245	253	221	252	260	425	+10	+14	+3
Gasoline service stations.....	191	166	185	199	209	210	209	200	188	182	189	187	203	+10	+3	-6
South Atlantic Division, total ²	2,826	2,700	2,968	3,202	3,301	3,192	3,287	3,178	3,071	2,786	2,974	2,871	3,794	+10	+10	-3
Durable-goods stores.....	949	959	1,056	1,101	1,179	1,166	1,136	1,072	995	948	973	911	1,143	+9	+5	-7
Nondurable-goods stores.....	1,877	1,741	1,912	2,101	2,122	2,026	2,151	2,106	2,076	1,838	2,001	1,960	2,651	+10	+13	-1
Eating and drinking places.....	193	177	192	204	210	209	240	237	224	195	193	182	199	+14	+15	-5
GAF ³ , total.....	590	559	642	748	719	685	696	739	727	660	737	754	1,254	+12	+10	-2
General merchandise group.....	290	284	341	396	383	352	354	387	375	323	364	397	690	+12	+16	-3
Apparel group.....	159	138	157	206	181	170	172	183	177	192	191	191	352	+8	+3	0
Gasoline service stations.....	238	216	238	252	259	264	278	281	264	236	251	242	255	+8	+12	-6
Drug and proprietary stores.....	101	98	103	100	106	105	103	104	106	91	94	93	131	+12	+16	+2
East South Central Division, total ² ..	1,048	1,010	1,120	1,260	1,292	1,219	1,258	1,258	1,234	1,103	1,161	1,093	1,372	+9	+12	-2
Nondurable-goods stores.....	671	628	690	790	802	753	799	785	789	712	772	716	921	+8	+11	+1
Food group.....	274	254	272	287	304	292	321	299	303	266	298	269	300	+11	+14	+1
GAF ³ , total.....	201	190	217	277	261	242	244	258	262	231	257	245	410	+6	+13	+2
General merchandise group.....	106	99	119	148	139	129	131	135	133	121	139	134	232	+7	+10	-1
Gasoline service stations.....	94	89	97	102	108	109	118	120	114	111	109	102	105	+1	+3	-5
West South Central Division, total ² ..	1,830	1,801	2,010	2,096	2,073	2,093	2,182	2,044	1,976	1,798	1,903	1,784	2,292	+9	+10	-3
Durable-goods stores.....	1,137	1,068	1,185	1,290	1,268	1,277	1,357	1,281	1,276	1,147	1,237	1,177	1,515	+7	+11	-8
Nondurable-goods stores.....	1,137	1,068	1,185	1,290	1,268	1,277	1,357	1,281	1,276	1,147	1,237	1,177	1,515	+7	+11	0
Food group.....	433	417	449	461	459	470	527	479	488	435	460	414	469	+6	+12	+2
Eating and drinking places.....	107	97	108	118	125	133	139	127	121	108	111	106	107	+11	+12	-5
GAF ³ , total.....	339	301	347	413	395	393	413	432	418	389	428	423	667	+5	+7	-3
General merchandise group.....	154	145	174	208	197	189	198	217	208	187	211	217	358	+6	+11	-4
Mountain Division, total ²	771	717	853	881	892	939	974	949	928	848	879	827	1,026	+6	+9	-2
Nondurable-goods stores.....	511	473	542	575	578	603	644	628	630	570	583	562	721	+5	+11	0
Food group.....	134	123	141	166	168	167	173	180	181	160	169	173	276	+4	+9	+7
GAF ³ , total.....	70	63	76	89	91	91	93	102	100	84	90	95	167	+3	+13	+1
General merchandise group.....	70	63	76	89	91	91	93	102	100	84	90	95	167	+4	+19	-2
Pacific Division, total ²	2,949	2,832	3,064	3,131	3,180	3,226	3,270	3,192	3,158	3,075	3,130	3,050	3,868	+4	+3	-1
Durable-goods stores.....	1,011	1,010	1,093	1,059	1,078	1,109	1,089	1,055	1,019	1,026	1,002	978	1,155	+3	-1	-3
Nondurable-goods stores.....	1,938	1,822	1,971	2,072	2,102	2,117	2,181	2,137	2,139	2,049	2,128	2,072	2,713	+5	+4	0
Food group.....	727	681	723	737	736	731	799	735	738	721	756	686	799	+4	+2	0
Eating and drinking places.....	248	229	240	242	257	261	281	280	261	248	254	243	262	+7	+5	-7
GAF ³ , total.....	537	555	623	678	679	708	696	719	742	701	728	762	1,195	+4	+6	+3
General merchandise group.....	325	307	358	394	390	400	407	431	438	383	406	448	738	+12	+14	+2
Gasoline service stations.....	229	219	232	238	252	255	255	253	246	234	249	246	251	+6	+5	-3

Note: Estimates are based on a sample. (See sampling variabilities in table 17.) States in geographic divisions are shown on page 27.

¹Preliminary estimates.²Totals include data for kinds of business not shown separately.³Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

(C) See footnote to table 5.

Table 7.—ESTIMATED MONTHLY SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES

9

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

State and kind of business	1965									1964				Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Jan.-Sept. 1965 from Jan.-Sept. 1964	September 1965 from September 1964
California, total.....	2,295	2,202	2,328	2,373	2,405	2,407	2,429	2,310	2,305	2,300	2,355	2,344	2,999	+3	0
Nondurable-goods stores.....	1,476	1,380	1,477	1,551	1,581	1,574	1,626	1,567	1,589	1,514	1,606	1,569	2,116	+4	+5
GAF ²	471	446	490	536	530	547	541	542	571	535	558	596	979	+4	+7
Florida, total.....	703	674	720	721	703	673	684	653	634	581	646	614	855	+13	+9
Nondurable-goods stores.....	483	447	484	499	473	456	467	449	446	380	425	430	605	+14	+17
Illinois, total.....	1,222	1,164	1,373	1,498	1,482	1,443	1,411	1,368	1,390	1,292	1,391	1,399	1,713	+6	+8
Nondurable-goods stores.....	905	845	972	1,061	1,063	1,016	1,008	985	1,013	947	1,014	1,017	1,294	+4	+7
GAF ²	284	265	341	384	370	355	333	369	394	344	381	419	623	+7	+15
Indiana, total.....	543	540	623	678	678	664	647	597	621	575	626	572	692	+8	+8
Massachusetts, total.....	666	620	690	736	726	729	695	657	673	621	643	663	888	+9	+8
Nondurable-goods stores.....	450	415	442	474	474	481	469	457	481	436	473	467	620	+9	+10
Michigan, total.....	950	874	998	1,055	1,082	1,101	1,077	1,024	996	991	1,091	1,043	1,292	+7	+1
Nondurable-goods stores.....	602	539	591	642	675	659	684	653	655	624	680	653	850	+8	+5
Minnesota, total.....	338	338	375	423	465	473	455	441	426	387	429	396	471	+8	+10
Missouri, total.....	502	478	541	608	611	620	625	604	606	561	591	549	682	+12	+8
New Jersey, total.....	775	768	850	887	903	915	878	815	796	773	814	809	1,037	+7	+3
Nondurable-goods stores.....	511	498	550	591	590	592	593	555	572	551	572	556	715	+4	+4
New York, total.....	1,930	1,806	2,015	2,190	2,182	2,160	2,239	2,021	2,073	2,027	2,132	2,043	2,631	+2	+2
Nondurable-goods stores.....	1,475	1,364	1,488	1,624	1,609	1,567	1,613	1,537	1,608	1,512	1,616	1,545	2,044	+3	+6
GAF ²	432	401	469	543	546	551	521	506	573	547	601	605	937	0	+5
North Carolina, total.....	407	381	435	496	542	495	532	526	486	442	447	412	540	+12	+10
Ohio, total.....	1,064	1,026	1,164	1,267	1,276	1,283	1,316	1,282	1,286	1,145	1,280	1,172	1,441	+10	+12
Nondurable-goods stores.....	712	672	729	802	804	783	829	820	853	760	832	781	993	+8	+12
Pennsylvania, total.....	1,198	1,129	1,271	1,397	1,421	1,410	1,388	1,272	1,282	1,182	1,300	1,310	1,733	+10	+8
Nondurable-goods stores.....	840	779	850	932	926	896	900	858	892	836	922	915	1,246	+6	+7
GAF ²	266	236	283	336	321	311	285	296	320	303	349	384	622	+8	+6
Texas, total.....	1,122	1,114	1,240	1,278	1,269	1,300	1,351	1,272	1,234	1,101	1,150	1,055	1,378	+11	+12
Nondurable-goods stores.....	703	658	726	798	788	797	854	806	809	721	760	717	935	+7	+12
Wisconsin, total.....	430	407	434	490	509	539	540	526	496	461	494	467	600	+4	+8

Note: Estimates are based on a sample. (See sampling variabilities in table 18.) ¹Preliminary estimates.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 8.—PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED LARGE STATES

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

State	Percent change - Sept. 1965 from Aug. 1965			State	Percent change - Sept. 1965 from Aug. 1965			State	Percent change - Sept. 1965 from Aug. 1965		
	Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores		Total	Non-durable-goods stores	GAF ¹ stores
California.....	0	+1	+5	Michigan.....	-3	0	+5	North Carolina.....	-8	-9	-7
Florida.....	-3	-1	-5	Minnesota.....	-3	-1	+8	Ohio.....	0	+4	+10
Illinois.....	+2	+3	+7	Missouri.....	0	+1	+3	Pennsylvania.....	+1	+4	+8
Indiana.....	+4	+2	+4	New Jersey.....	-2	+3	+13	Texas.....	-3	0	-3
Massachusetts.....	+2	+5	+14	New York.....	+3	+5	+13	Wisconsin.....	-6	-5	+3

Note: Sampling variabilities are shown in table 18.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-stores types of merchandise.

Table 9.—PERCENT CHANGE IN SALES OF ALL RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Statistical areas	Percent change, September 1965 from August 1965			Statistical areas	Percent change, September 1965 from August 1965		
	Total	Nondurable	GAF ¹		Total	Nondurable	GAF ¹
Standard Consolidated Areas ²				Newark, N.J.....	-2	+5	+15
Chicago, Ill.-Northwestern Indiana.....	+2	+5	+9	New York, N.Y.....	+4	+7	+16
New York-Northeastern N.J.....	+2	+6	+16	Paterson-Clifton-Passaic, N.J.....	-2	+3	+18
Standard Metropolitan Statistical Areas				Philadelphia, Pa.-N.J.....	0	+7	+15
Baltimore, Md.....	+3	+5	+10	Pittsburgh, Pa.....	+2	+5	+3
Boston, Mass.....	+6	+8	+15	St. Louis, Mo.-Ill.....	-2	-1	0
Buffalo, N.Y.....	+2	0	0	San Francisco-Oakland, Calif.....	+2	+2	+6
Chicago, Ill.....	+3	+5	+9	Seattle, Wash.....	-2	-2	0
Cleveland, Ohio.....	+2	+5	+9	Washington, D.C.-Md.-Va.....	-1	+3	+5
Dallas, Texas.....	-2	0	-2	Cities			
Detroit, Mich.....	0	+4	+7	Chicago, Ill.....	+3	+5	+8
Houston, Texas.....	-4	+2	-4	Detroit, Mich.....	+1	+4	+18
Kansas City, Mo.-Kansas.....	-3	0	+2	Los Angeles, Calif.....	+1	+2	+7
Los Angeles-Long Beach, Calif.....	0	+1	+5	New York, N.Y.....	+7	+10	+17
Minneapolis-St. Paul, Minn.....	-1	+3	+10	Philadelphia, Pa.....	+4	+6	+11

Note: Sampling variabilities are shown in table 19, page 16.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.²Standard consolidated areas and standard metropolitan statistical areas are shown on page 27.

Table 10.—ESTIMATED MONTHLY SALES OF ALL RETAIL STORES FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Area	1965									1964				Percent change	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Jan.-Sept. 1965 from Jan.-Sept. 1964	September 1965 from September 1964
Standard Consolidated Areas²															
Chicago, Ill.-Northwestern Ind., total.....	887	848	996	1,061	1,039	1,008	990	952	975	894	962	988	1,253	+8	+9
Nondurable-goods stores.....	673	634	728	789	771	741	727	721	755	688	732	756	983	+7	+10
CAF ³	231	221	280	319	309	295	272	301	327	286	319	346	508	+7	+14
New York-Northeastern N.J., total.....	1,806	1,691	1,859	1,967	1,986	1,968	1,908	1,773	1,815	1,779	1,884	1,847	2,384	+3	+2
Nondurable-goods stores.....	1,327	1,232	1,339	1,444	1,446	1,423	1,398	1,339	1,425	1,339	1,431	1,375	1,824	+3	+6
CAF ³	419	389	447	511	523	530	479	470	543	517	563	565	852	+2	+5
Standard Metropolitan Statistical Areas²															
Chicago, Ill., total.....	815	777	911	972	950	922	901	871	893	821	873	907	1,155	+7	+9
Nondurable-goods stores.....	618	582	675	732	714	686	669	666	697	640	674	697	909	+5	+9
CAF ³	219	209	266	300	292	278	256	285	310	268	295	328	481	+7	+16
Detroit, Mich., total.....	499	452	515	542	555	542	516	494	494	498	569	541	674	+12	-1
CAF ³	100	89	110	129	128	124	119	123	131	122	128	136	221	+16	+7
Los Angeles-Long Beach, Calif., total.....	1,057	976	1,034	1,051	1,061	1,058	1,066	997	999	1,058	1,073	1,092	1,414	0	-6
Nondurable-goods stores.....	679	614	661	701	704	700	729	689	699	691	725	721	966	+2	+1
CAF ³	233	216	233	253	249	255	253	249	262	274	286	303	473	-5	-4
New York, N.Y., total.....	1,275	1,173	1,292	1,377	1,374	1,349	1,346	1,253	1,303	1,274	1,348	1,306	1,689	+2	+2
Nondurable-goods stores.....	987	911	993	1,071	1,067	1,038	1,034	991	1,061	991	1,067	1,021	1,357	+3	+7
CAF ³	317	290	332	381	389	392	357	348	402	388	420	419	628	0	+4
Philadelphia, Pa., total.....	488	476	541	577	580	556	549	503	503	496	538	536	722	+5	+1
Nondurable-goods stores.....	340	342	379	401	392	367	354	334	356	351	391	380	535	0	+1
CAF ³	107	99	137	147	144	136	120	124	142	134	146	161	257	+9	+6
Cities															
Chicago, Ill., total.....	446	442	495	525	505	488	473	478	493	467	507	537	676	+7	+6
Nondurable-goods stores.....	340	331	381	403	389	375	365	380	398	364	399	424	538	+6	+9
CAF ³	145	141	181	195	186	173	158	187	202	181	200	227	324	+6	+12
Detroit, Mich., total.....	212	194	248	226	229	227	220	208	210	217	238	226	295	+4	-3
CAF ³	47	44	51	60	61	59	56	58	64	59	62	66	104	+7	+8
Los Angeles, Calif., total.....	353	323	338	347	351	352	364	340	343	347	362	364	461	0	-1
Nondurable-goods stores.....	282	215	229	243	241	240	254	235	240	229	240	250	328	+10	+5
CAF ³	88	80	81	91	90	92	94	89	95	102	106	112	165	-9	-7
New York, N.Y., total.....	867	823	844	928	911	900	842	782	837	816	889	877	1,157	+1	+3
Nondurable-goods stores.....	702	647	698	738	723	708	668	638	701	678	736	708	937	+3	+3
CAF ³	229	212	240	271	270	270	235	233	272	249	291	289	449	0	+9
Philadelphia, Pa., total.....	433	426	447	470	472	454	437	424	433	428	461	457	541	+8	+2
Nondurable-goods stores.....	195	177	192	204	201	187	177	170	181	174	203	197	264	+8	+4
CAF ³	61	57	70	87	83	77	67	72	80	74	85	91	135	+6	+8

Note: Estimates are based on a sample. (See sampling variabilities in table 19, page 16.) ¹Preliminary estimates.²Standard consolidated areas and standard metropolitan statistical areas are shown on page 27. Note that data for the Los Angeles-Long Beach SMSA includes Orange County, California.³Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.

Table 11.—PERCENT CHANGE IN SALES OF DEPARTMENT STORES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Based on figures that are NOT ADJUSTED for seasonal variations or trading day differences)

Area	Percent change in sales			Area	Percent change in sales		
	September 1965 from--		9 months 1965 from 9 months 1964		September 1965 from--		9 months 1965 from 9 months 1964
	September 1964	August 1965			September 1964	August 1965	
STANDARD METROPOLITAN STATISTICAL AREA							
Akron, Ohio.....	+15	+12	+6	Norfolk-Portsmouth, Va.....	+7	+2	+1
Asheville, N.C.....	0	-3	+3	Oklahoma City, Okla.....	+6	+5	-11
Atlanta, Ga.....	+13	+6	+9	Omaha, Nebr.....	(NA)	(NA)	(NA)
Augusta, Ga.....	+11	-5	+8	Peoria, Ill.....	+25	(NA)	+10
Baltimore, Md.....	+8	+9	+6	Philadelphia, Pa.....	+4	+26	+3
Baton Rouge, La.....	+26	-2	+10	Pittsburgh, Pa.....	+15	+2	+5
Binghamton, N.Y.....	+6	+5	+5	Portland, Oreg.....	+6	(NA)	+4
Birmingham, Ala.....	+7	-1	+2	Reading, Pa.....	+6	+20	+4
Boaton, Mass.....	+6	+20	+3	Richmond, Va.....	+4	+5	+6
Buffalo, N.Y.....	0	+18	+5	Rochester, N.Y.....	+8	+8	+7
Canton, Ohio.....	+2	+9	+2	Sacramento, Calif.....	+4	(NA)	0
Chattanooga, Tenn.....	+10	+13	+9	St. Louis, Mo.....	0	-1	0
Chicago, Ill.....	+13	+5	+6	Salt Lake City, Utah.....	+8	(NA)	+4
Cincinnati, Ohio.....	+10	+7	+4	San Antonio, Tex.....	+7	-8	+2
Cleveland, Ohio.....	+7	+8	+3	San Diego, Calif.....	+4	(NA)	+2
Columbus, Ohio.....	+6	+7	+5	Savannah, Ga.....	+9	-9	+7
Corpus Christi, Texas.....	+6	-12	+2	Seattle, Wash.....	+6	(NA)	+5
Dallas, Texas.....	+7	-3	+5	Shreveport, La.....	+9	-8	+1
Denver, Colo.....	+10	+1	-2	South Bend, Ind.....	+13	(NA)	+5
Des Moines, Iowa.....	+8	(NA)	+6	Spokane, Wash.....	+6	(NA)	+5
Detroit, Mich.....	+16	+6	+15	Springfield, Ohio.....	+13	+10	+7
El Paso, Texas.....	+1	-14	+2	Syracuse, N.Y.....	+8	+5	+12
Erie, Pa.....	+13	+17	+7	Tacoma, Wash.....	+4	(NA)	+7
Flint, Mich.....	+7	(NA)	+13	Tampa-St. Petersburg, Fla.....	+10	-1	+4
Fort Wayne, Ind.....	+18	+4	+7	Toledo, Ohio.....	+7	+7	+7
Grand Rapids, Mich.....	+7	+5	+3	Trenton, N.J.....	+10	+19	+5
Houston, Texas.....	+15	-3	+10	Tulsa, Okla.....	+14	+9	-2
Indianapolis, Ind.....	+9	(NA)	+3	Waco, Texas.....	+1	-10	-1
Jacksonville, Fla.....	+7	-12	+3	Washington, D.C.....	+3	+4	+6
Kansas City, Mo.....	+1	0	0	Wheeling, W.Va.....	(NA)	(NA)	(NA)
Knoxville, Tenn.....	+9	-2	+6	Wichita, Kans.....	+9	+1	0
Lancaster, Pa.....	+9	+16	+6	Worcester, Mass.....	+9	+27	+6
Lexington, Ky.....	+8	+5	+4	Youngstown, Ohio.....	+14	+7	+7
CITIES							
Los Angeles-Long Beach, Calif.....	+8	(NA)	+4	Bridgeport, Conn.....	(NA)	(NA)	(NA)
Louisville, Ky.....	+10	+2	+6	Bristol, Tenn.-Va.....	+9	-9	+7
Macon, Ga.....	+1	-14	-4	Duluth, Minn.-Superior, Wis.....	+13	0	+3
Memphis, Tenn.....	+9	-5	-1	Minneapolis, Minn.....	+9	-1	+5
Miami, Fla.....	+6	+6	+3	Oakland-Berkeley, Calif.....	+2	(NA)	+1
Milwaukee, Wis.....	+6	+6	+3	Portsmouth, Ohio.....	+12	-5	+7
Mobile, Ala.....	0	-7	+1	Rome, Ga.....	(NA)	(NA)	(NA)
New Orleans, La.....	+22	-7	+10	St. Paul, Minn.....	+11	+17	+6
New York-Northeastern New Jersey ¹	+6	+17	+5	San Francisco, Calif.....	-1	(NA)	-2
New York City.....	+3	+19	(NA)				
Newark, N.J.....	+3	+23	-2				

Note: Data are furnished by Federal Reserve Banks and subject to revision.

(NA) Not Available.

¹The breakdown shown does not include all portions of the area.

(Millions of dollars)

Kind of business	1965									1964				Percent change, September 1965 from--	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Sept. 1964	Aug. 1965
	Data NOT ADJUSTED for seasonal variations and holiday differences														
TOTAL ACCOUNTS RECEIVABLE															
United States, total ²	16,401	15,848	15,747	16,048	16,509	16,708	16,660	16,521	16,743	15,689	15,729	15,813	16,929	+7	+1
Durable-goods stores, total.....	6,627	6,474	6,430	6,520	6,732	7,028	7,090	6,995	7,050	6,833	6,799	6,646	6,885	+3	+1
Nondurable-goods stores, total.....	9,774	9,374	9,317	9,528	9,777	9,680	9,570	9,526	9,693	8,856	8,930	9,167	10,044	+9	+2
Food group.....	352	341	346	340	347	344	371	357	359	368	355	340	361	-2	+1
Grocery stores.....	287	281	289	283	292	292	316	301	301	308	296	284	302	-2	0
Eating and drinking places.....	130	125	120	114	111	114	96	103	110	79	96	104	129	+39	+7
General merchandise group ²	6,294	5,969	5,855	5,905	6,051	6,087	6,066	6,133	6,248	5,593	5,640	5,812	6,478	+12	+2
Department stores and dry goods, general merchandise stores.....	5,063	4,760	4,658	4,675	4,831	4,823	4,781	4,870	4,959	4,470	4,506	4,604	5,216	+11	+2
Department stores.....	4,503	4,224	4,131	4,132	4,274	4,266	4,234	4,311	4,394	3,962	4,002	4,077	4,638	+11	+2
Mail order houses (department store mdse.)..	1,014	997	997	1,009	994	1,005	1,023	1,006	1,015	910	930	967	1,027	+12	+1
Apparel group.....	1,206	1,102	1,086	1,116	1,098	1,051	1,007	1,001	1,062	1,044	1,083	1,110	1,325	+2	+6
Women's ready-to-wear stores.....	508	481	502	527	512	471	440	432	465	442	464	470	575	+5	+8
Furniture and appliance group.....	2,520	2,441	2,355	2,284	2,339	2,341	2,303	2,307	2,326	2,312	2,323	2,316	2,523	+1	+1
Furniture, home furnishings stores.....	1,900	1,828	1,780	1,744	1,788	1,796	1,730	1,765	1,759	1,781	1,783	1,778	1,896	-1	0
Furniture stores.....	1,705	1,643	1,606	1,577	1,625	1,632	1,571	1,597	1,602	1,615	1,601	1,595	1,708	-1	0
Household appliance, TV, radio stores.....	620	613	575	540	551	545	573	542	567	531	540	538	627	+7	+5
Household appliance dealers.....	538	534	502	473	488	484	506	477	485	438	452	460	539	+11	+2
Lumber, building, hardware, farm equip. group ²	1,631	1,621	1,627	1,758	1,868	1,975	2,075	2,076	2,079	1,948	1,984	1,824	1,684	+7	0
Lumber yards, building materials dealers ³ ...	1,155	1,137	1,138	1,225	1,334	1,396	1,428	1,412	1,411	1,365	1,392	1,301	1,180	+3	0
Lumber yards.....	824	825	811	854	941	999	1,033	1,011	1,005	965	985	910	829	+4	-1
Automotive group ²	1,493	1,458	1,487	1,553	1,605	1,709	1,732	1,696	1,697	1,630	1,539	1,563	1,602	+4	0
Passenger car dealers ⁴	1,012	966	981	1,024	1,038	1,092	1,094	1,082	1,072	1,052	992	1,015	1,044	+2	-1
Passenger car dealers (franchised).....	939	895	920	947	965	1,017	1,024	1,014	1,001	980	919	936	972	+2	-1
Tire, battery, accessory dealers.....	430	445	465	482	521	569	574	552	560	517	497	503	510	+8	+1
Gasoline service stations.....	441	447	467	472	493	498	501	485	464	458	460	460	443	+1	-4
Other retail stores.....	2,334	2,344	2,404	2,506	2,597	2,589	2,509	2,363	2,398	2,257	2,249	2,284	2,383	+6	+1
CHARGE ACCOUNTS															
United States, total ²	7,703	7,466	7,435	7,723	7,996	8,011	7,862	7,716	7,828	7,555	7,584	6,611	8,025	+4	+1
Durable-goods stores, total.....	3,500	3,453	3,421	3,552	3,740	3,886	3,885	3,844	3,876	3,720	3,706	3,617	3,644	+4	+1
Nondurable-goods stores, total.....	4,203	4,013	4,014	4,171	4,256	4,125	3,977	3,872	3,952	3,835	3,878	3,994	4,381	+3	+2
Food group.....	343	331	337	332	334	333	357	345	347	356	344	331	353	-3	+1
General merchandise group ²	1,130	991	935	936	969	949	901	893	933	951	972	1,015	1,240	-2	+4
Department stores and dry goods, general merchandise stores.....	1,044	907	849	849	864	833	793	786	824	838	867	909	1,145	-2	+5
Department stores.....	896	772	718	710	727	694	662	656	695	697	732	764	983	0	+6
Apparel group.....	867	787	773	807	769	737	683	683	732	748	780	810	972	-2	+7
Furniture and appliance group.....	828	810	770	739	765	768	744	737	748	767	784	788	854	-2	+1
Furniture, home furnishings stores.....	607	591	572	564	589	594	560	554	550	615	621	617	625	-11	-1
Lumber, building, hardware, farm equip. group ²	1,465	1,466	1,461	1,584	1,700	1,803	1,844	1,827	1,838	1,741	1,785	1,652	1,516	+6	+1
Lumber yards, building materials dealers ³ ...	1,106	1,089	1,080	1,165	1,268	1,329	1,358	1,341	1,342	1,290	1,320	1,250	1,130	+4	0
Lumber yards.....	793	794	779	824	910	965	995	976	973	919	942	884	801	+6	0
Automotive group.....	915	888	896	940	975	1,002	996	977	982	921	864	880	928	+7	+1
Passenger car dealers (franchised).....	666	633	646	670	684	710	692	691	693	652	612	642	685	+6	0
Gasoline service atations.....	429	439	458	463	484	487	490	478	455	449	450	451	433	+1	-5
INSTALLMENT ACCOUNTS															
United States, total ²	8,698	8,382	8,312	8,325	8,513	8,697	8,798	8,805	8,915	8,134	8,145	8,202	8,904	+10	+1
Durable-goods stores, total.....	3,127	3,021	3,009	2,968	2,992	3,142	3,205	3,151	3,174	3,113	3,093	3,029	3,241	+2	+1
Nondurable-goods stores, total.....	5,571	5,361	5,303	5,357	5,521	5,555	5,593	5,654	5,741	5,021	5,052	5,173	5,663	+14	+2
General merchandise group ²	5,164	4,978	4,920	4,969	5,082	5,138	5,165	5,240	5,315	4,642	4,668	4,797	5,238	+14	+1
Department stores and dry goods, general merchandise stores.....	4,019	3,853	3,809	3,826	3,969	3,990	3,988	4,084	4,135	3,632	3,639	3,695	4,071	+14	+1
Department stores.....	3,607	3,452	3,413	3,422	3,547	3,572	3,572	3,655	3,699	3,265	3,270	3,313	3,655	+13	+1
Apparel group.....	339	315	313	309	329	314	324	318	330	296	303	300	353	+11	+4
Furniture and appliance group.....	1,692	1,631	1,585	1,545	1,574	1,573	1,559	1,570	1,578	1,545	1,539	1,528	1,669	+2	+1
Furniture, home furnishings stores.....	1,293	1,237	1,208	1,180	1,199	1,202	1,170	1,211	1,209	1,166	1,162	1,161	1,271	+4	0
Household appliance, TV, radio stores.....	399	394	377	365	375	371	389	359	368	379	377	367	399	-3	+3
Lumber, building, hardware, farm equip. group.....	166	155	166	174	168	172	231	249	241	207	199	172	168	+16	-3
Automotive group.....	578	570	591	613	630	707	736	719	715	709	675	683	674	+1	-1
Tire, battery, accessory dealers.....	243	248	264	267	284	331	339	334	341	319	303	314	322	+7	+2

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹Preliminary estimates, see Explanatory Material, page 21.

²U.S. and group totals include kinds of business not shown separately.

³Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

⁴Includes both franchised and nonfranchised car dealers.

Table 12.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS--Continued

Kind of business	(Millions of dollars)														Percent change, September 1965 from--	
	1965										1964					
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept. ¹	Sept.	Oct.	Nov.	Dec.	Sept. 1964	Aug. 1965	
Data ADJUSTED for seasonal variations and holiday differences																
TOTAL ACCOUNTS RECEIVABLE																
United States, total ²	16,038	16,381	16,249	16,272	16,469	16,681	16,765	16,590	16,881	15,854	15,767	15,731	15,798	+6	+2	
Durable-goods stores, total.....	6,823	6,907	6,784	6,734	6,745	6,918	6,905	6,768	6,854	6,678	6,607	6,528	6,696	+3	+1	
Nondurable-goods stores, total.....	9,215	9,474	9,465	9,538	9,724	9,763	9,860	9,822	10,027	9,176	9,160	9,203	9,102	+9	+2	
Food group.....	357	352	353	355	353	347	367	339	344	355	348	342	350	-3	+1	
General merchandise group ²	5,797	6,026	6,002	6,026	6,143	6,259	6,262	6,321	6,416	5,764	5,772	5,794	5,727	+11	+2	
Department stores.....	4,085	4,272	4,250	4,220	4,359	4,349	4,354	4,441	4,521	4,105	4,099	4,100	4,088	+10	+2	
Mail order houses (department store mktg.)..	978	1,020	1,018	1,033	994	1,033	1,068	1,038	1,055	920	930	934	945	+15	+2	
Apparel group.....	1,102	1,110	1,084	1,109	1,136	1,095	1,099	1,086	1,109	1,086	1,086	1,099	1,090	+2	+2	
Women's ready-to-wear stores.....	477	490	483	503	515	493	501	482	488	460	466	466	479	+6	+1	
Furniture and appliance group.....	2,461	2,443	2,404	2,338	2,331	2,346	2,356	2,322	2,338	2,340	2,321	2,300	2,365	0	+1	
Furniture, home furnishings stores.....	1,841	1,829	1,817	1,789	1,785	1,813	1,772	1,766	1,752	1,787	1,780	1,769	1,776	-2	-1	
Furniture stores.....	1,630	1,640	1,627	1,622	1,617	1,634	1,615	1,575	1,596	1,633	1,620	1,618	1,602	-2	+1	
Household appliance, TV, radio stores.....	620	614	587	549	546	533	584	556	586	553	541	531	589	+6	+5	
Household appliance dealers.....	541	536	505	488	484	472	504	495	514	456	457	454	509	+13	+4	
Lumber, building, hardware, farm equipment group ²	1,841	1,870	1,832	1,837	1,861	1,925	1,914	1,896	1,909	1,789	1,805	1,757	1,780	+7	+1	
Lumber yards, building materials dealers ³ ...	1,283	1,301	1,307	1,285	1,341	1,397	1,346	1,297	1,291	1,256	1,255	1,207	1,225	+3	0	
Lumber yards.....	923	944	946	895	941	972	958	923	920	886	900	859	865	+4	0	
Automotive group ²	1,546	1,568	1,554	1,571	1,583	1,656	1,678	1,666	1,706	1,641	1,501	1,538	1,566	+4	+2	
Passenger car dealers (franchised).....	965	962	955	941	952	1,005	1,010	1,000	1,022	1,002	885	919	942	+2	+2	
Tire, battery, accessory dealers.....	453	480	494	513	520	533	530	530	546	500	498	497	504	+9	+3	
Gasoline service stations.....	455	476	475	472	481	479	498	478	463	458	448	448	467	+1	-3	
CHARGE ACCOUNTS																
United States, total ²	7,776	7,874	7,794	7,782	7,850	7,968	7,872	7,693	7,878	7,593	7,464	7,462	7,555	+4	+2	
Durable-goods stores, total.....	3,739	3,837	3,735	3,677	3,714	3,810	3,725	3,664	3,727	3,577	3,454	3,468	3,615	+4	+2	
Nondurable-goods stores, total.....	4,037	4,037	4,059	4,105	4,136	4,158	4,147	4,029	4,151	4,016	4,010	3,994	3,940	+3	+3	
General merchandise group.....	1,007	977	982	986	978	995	981	958	993	1,003	1,023	997	973	-1	+4	
Department stores.....	779	760	764	763	740	741	720	715	758	746	773	747	739	+2	+6	
Apparel group.....	790	802	775	801	807	780	758	750	761	778	779	783	769	-2	+1	
Furniture and appliance group.....	814	824	805	749	768	766	770	749	752	785	766	767	772	-4	0	
Furniture, home furnishings stores.....	597	609	603	566	584	599	581	556	536	610	603	605	577	-12	-4	
Lumber, building, hardware, farm equipment group ²	1,670	1,717	1,677	1,666	1,680	1,757	1,693	1,656	1,682	1,590	1,599	1,578	1,603	+6	+2	
Lumber yards, building materials dealers ³ ...	1,240	1,260	1,253	1,228	1,276	1,328	1,273	1,230	1,228	1,181	1,184	1,154	1,175	+4	0	
Lumber yards.....	898	919	919	871	911	934	920	889	894	839	854	830	839	+7	+1	
Automotive group.....	936	948	937	950	949	976	980	983	1,002	938	827	864	916	+7	+2	
Passenger car dealers (franchised).....	670	666	668	660	669	702	691	697	720	676	592	630	675	+7	+3	
Gasoline service stations.....	444	465	466	462	472	468	487	470	454	449	437	440	457	+1	-3	
INSTALLMENT ACCOUNTS																
United States, total ²	8,262	8,507	8,455	8,490	8,619	8,713	8,893	8,897	9,003	8,261	8,303	8,269	8,243	+9	+1	
Durable-goods stores, total.....	3,084	3,070	3,049	3,057	3,031	3,108	3,180	3,104	3,127	3,101	3,153	3,060	3,081	+1	+1	
Nondurable-goods stores, total.....	5,178	5,437	5,406	5,433	5,588	5,605	5,713	5,793	5,876	5,160	5,150	5,209	5,162	+14	+1	
General merchandise group.....	4,790	5,049	5,020	5,040	5,165	5,264	5,281	5,363	5,423	4,761	4,749	4,797	4,753	+14	+1	
Department stores.....	3,306	3,512	3,486	3,457	3,619	3,608	3,634	3,726	3,763	3,359	3,327	3,353	3,347	+12	+1	
Apparel group.....	312	308	309	308	329	315	341	336	348	308	307	316	320	+13	+4	
Furniture and appliance group.....	1,647	1,619	1,599	1,589	1,563	1,580	1,586	1,573	1,586	1,559	1,561	1,535	1,585	+2	+1	
Furniture, home furnishings stores.....	1,244	1,220	1,214	1,223	1,201	1,214	1,191	1,210	1,216	1,177	1,177	1,164	1,199	+3	0	
Household appliance, TV, radio stores.....	403	399	385	366	362	366	395	363	370	382	384	371	386	-3	+2	
Automotive group.....	610	620	617	621	634	680	698	683	704	703	674	674	650	0	+3	
Tire, battery, accessory dealers.....	250	259	279	281	295	313	315	315	328	307	316	312	314	+7	+4	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities shown in table 22, page 17.

¹Preliminary estimates, see Explanatory Material, page 21.

²U.S. and group totals include kinds of business not shown separately.

³Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Table 13.--ESTIMATED END-OF-MONTH ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES:
UNITED STATES, BY KIND OF BUSINESS

(Millions of dollars)

Kind of business	1965										1964				Percent change, September 1965 from—	
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Sept.	Oct.	Nov.	Dec.	Sept. 1964	Aug. 1965	
TOTAL ACCOUNTS RECEIVABLE	Data NOT ADJUSTED for seasonal variations and holiday differences															
United States, total.....	6,362	6,146	6,081	6,130	6,302	6,439	6,517	6,608	6,741	5,782	5,881	6,021	6,651	+17	+2	
Durable-goods stores, total.....	1,197	1,195	1,211	1,231	1,248	1,324	1,397	1,388	1,414	1,286	1,302	1,278	1,290	+10	+2	
Nondurable-goods stores, total.....	5,165	4,951	4,870	4,899	5,054	5,115	5,120	5,220	5,327	4,496	4,579	4,743	5,361	+18	+2	
General merchandise group.....	4,649	4,461	4,389	4,424	4,562	4,631	4,641	4,725	4,810	4,051	4,114	4,273	4,823	+19	+2	
Department stores and dry goods, general merchandise stores.....	3,845	3,676	3,619	3,638	3,788	3,815	3,815	3,906	3,969	3,352	3,402	3,510	3,994	+18	+2	
Department stores.....	3,451	3,299	3,248	3,257	3,400	3,424	3,425	3,502	3,556	3,007	3,052	3,142	3,585	+18	+2	
Apparel group.....	315	291	279	287	291	283	277	280	297	251	272	278	337	+18	+6	
Furniture and appliance group.....	397	395	388	386	387	397	415	417	418	377	382	381	392	+11	0	
Tire, battery, accessory dealers.....	274	276	285	305	314	357	367	365	372	337	335	337	341	+10	+2	
CHARGE ACCOUNTS																
United States, total.....	1,073	998	968	972	1,017	1,026	1,001	1,026	1,066	981	1,022	1,021	1,163	+9	+4	
Durable-goods stores, total.....	298	291	277	299	310	331	332	339	343	344	346	335	313	0	+1	
Nondurable-goods stores, total.....	775	707	691	673	707	695	669	687	723	637	676	686	850	+14	+5	
General merchandise group.....	432	378	362	351	380	376	355	359	378	339	365	373	497	+12	+5	
Department stores and dry goods, general merchandise stores.....	394	343	324	317	331	321	305	310	328	292	317	328	455	+12	+6	
Department stores.....	367	318	300	289	304	293	280	284	300	267	293	303	424	+12	+6	
Apparel group.....	155	142	139	144	143	136	129	130	143	120	132	134	166	+19	+10	
Furniture and appliance group.....	47	47	40	41	40	41	43	40	42	45	47	43	44	-7	+5	
INSTALLMENT ACCOUNTS																
United States, total.....	5,289	5,148	5,113	5,158	5,285	5,413	5,516	5,582	5,675	4,801	4,859	5,000	5,488	+18	+2	
Durable-goods stores, total.....	899	904	934	932	938	993	1,065	1,049	1,071	942	956	943	977	+14	+2	
Nondurable-goods stores, total.....	4,390	4,244	4,179	4,226	4,347	4,420	4,451	4,533	4,604	3,859	3,903	4,057	4,511	+19	+2	
General merchandise group.....	4,217	4,083	4,027	4,073	4,182	4,255	4,286	4,366	4,432	3,712	3,749	3,900	4,326	+19	+2	
Department stores and dry goods, general merchandise stores.....	3,451	3,333	3,295	3,321	3,457	3,494	3,510	3,596	3,641	3,060	3,085	3,182	3,539	+19	+1	
Department stores.....	3,084	2,981	2,948	2,968	3,096	3,131	3,145	3,218	3,256	2,740	2,759	2,839	3,161	+19	+1	
Apparel group.....	160	149	140	143	148	147	148	150	154	131	140	144	171	+18	+3	
Furniture and appliance group.....	350	348	348	345	347	356	372	377	376	332	335	338	348	+13	0	
TOTAL ACCOUNTS RECEIVABLE	Data ADJUSTED for seasonal variations and holiday differences															
United States, total.....	5,926	6,236	6,233	6,267	6,402	6,552	6,700	6,748	6,856	5,889	5,970	5,995	6,026	+16	+2	
Durable-goods stores, total.....	1,205	1,242	1,250	1,268	1,268	1,323	1,384	1,360	1,376	1,254	1,290	1,257	1,258	+10	+1	
Nondurable-goods stores, total.....	4,721	4,994	4,983	4,999	5,134	5,229	5,316	5,388	5,480	4,635	4,680	4,738	4,768	+18	+2	
General merchandise group.....	4,237	4,433	4,507	4,526	4,648	4,751	4,820	4,863	4,934	4,165	4,199	4,264	4,295	+18	+1	
Department stores.....	3,110	3,332	3,324	3,313	3,477	3,514	3,543	3,589	3,613	3,105	3,122	3,167	3,198	+16	+1	
Apparel group.....	286	287	277	285	297	287	293	305	320	271	282	284	274	+18	+5	
Furniture and appliance group.....	394	362	387	391	391	404	421	425	422	382	381	378	374	+10	-1	
Tire, battery, accessory dealers.....	285	291	305	320	319	340	338	345	360	322	343	337	333	+12	+4	
CHARGE ACCOUNTS																
United States, total.....	1,015	1,027	1,012	1,020	1,028	1,041	1,038	1,060	1,095	994	1,022	997	1,013	+10	+3	
Durable-goods stores, total.....	325	333	302	311	316	327	320	316	318	321	316	316	316	-1	+1	
Nondurable-goods stores, total.....	690	694	710	709	712	714	718	744	777	673	706	681	697	+15	+4	
General merchandise group.....	368	366	385	387	389	396	397	399	407	354	382	364	382	+15	+2	
Department stores.....	309	306	319	321	311	316	317	322	334	284	308	295	315	+18	+4	
Apparel group.....	140	140	139	143	146	137	133	143	155	131	136	140	132	+18	+8	
Furniture and appliance group.....	51	46	41	40	42	41	43	42	43	46	45	43	41	-7	+2	
INSTALLMENT ACCOUNTS																
United States, total.....	4,911	5,209	5,221	5,247	5,374	5,511	5,662	5,689	5,761	4,895	4,948	4,998	5,013	+18	+1	
Durable-goods stores, total.....	880	909	948	957	952	996	1,064	1,044	1,058	933	974	941	942	+13	+1	
Nondurable-goods stores, total.....	4,031	4,300	4,273	4,290	4,422	4,515	4,598	4,644	4,703	3,962	3,974	4,057	4,071	+19	+1	
General merchandise group.....	3,869	4,133	4,122	4,139	4,259	4,355	4,423	4,464	4,527	3,811	3,818	3,900	3,911	+19	+1	
Department stores.....	2,801	3,026	3,005	2,992	3,166	3,198	3,226	3,267	3,279	2,822	2,815	2,871	2,881	+16	0	
Apparel group.....	146	147	138	142	151	150	160	162	165	140	146	144	142	+18	+2	
Furniture and appliance group.....	343	316	346	351	340	363	378	383	379	336	336	335	333	+13	-1	

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities are shown in table 21, page 16.

¹ Preliminary estimates, see Explanatory Materials, page 21.

Table 14.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES: UNITED STATES, BY KIND OF BUSINESS

Kind of business	(Percent)					
	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
United States, total.....	1.0-1.1	1.1	1.0-1.1	1.1	0.2-0.3	0.2
Durable-goods stores, total.....	1.7-2.0	1.9	1.7-1.9	1.9	0.6-0.7	0.7
Nondurable-goods stores, total.....	0.8-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2
Food group.....	1.3-1.4	1.3	1.3-1.4	1.3	0.2-0.3	0.2
Grocery stores.....	1.4-1.5	1.4	1.4-1.5	1.4	0.2-0.3	0.2
Meat markets.....	5.9-6.7	6.1	5.8-6.3	5.9	1.1-1.5	1.2
Bakery products stores.....	5.4-6.5	5.7	5.3-6.0	5.5	1.1-1.8	1.3
Eating and drinking places.....	2.3-2.4	2.3	2.2-2.4	2.3	0.5-0.9	0.7
Eating places.....	2.7-2.9	2.8	2.6-2.8	2.7	0.5-1.3	0.8
Restaurants, cafeterias, lunchrooms.....	3.0-3.2	3.1	2.9-3.2	3.0	0.5-1.2	0.9
Drinking places.....	2.8-3.1	3.1	2.8-3.1	2.9	0.3-1.1	0.8
General merchandise group.....	0.8-1.4	1.4	1.3-1.5	1.4	0.2-0.3	0.2
Department stores, dry goods, general merchandise stores.....	1.7-2.3	1.9	1.7-2.2	1.9	0.2-0.5	0.2
Department stores.....	1.9-2.1	2.0	1.9-2.1	2.0	(2)-0.3	0.2
Variety stores.....	1.8-2.0	1.8	1.6-1.8	1.6	0.4-0.8	0.5
Mail order houses (department store merchandise).....	(2)	(2)	(2)	(2)	(2)	(2)
Apparel group.....	2.8-3.5	3.3	2.9-3.2	3.1	0.6-1.9	0.9
Men's, boys' wear stores.....	5.4-5.8	5.7	5.0-5.5	5.3	1.5-2.5	1.9
Men's, boys' clothing, furnishings stores.....	5.4-6.3	5.9	5.0-5.9	5.4	1.6-2.5	1.8
Women's apparel, accessory stores.....	3.1-3.8	3.5	2.9-3.7	3.2	0.8-1.2	1.1
Women's ready-to-wear stores.....	3.3-4.2	3.7	3.2-4.0	3.5	0.7-1.2	1.0
Family clothing stores.....	10.3-11.2	10.4	9.9-11.4	10.4	1.3-1.6	1.5
Shoe stores.....	4.2-4.3	4.2	3.8-4.0	4.0	0.9-2.0	1.8
Furniture and appliance group.....	3.3-3.9	3.3	3.1-3.3	3.3	1.1-2.0	1.5
Furniture, home furnishings stores.....	3.4-3.8	3.7	3.3-3.5	3.4	1.3-2.0	1.7
Furniture stores.....	4.0-4.3	4.2	3.7-4.0	3.9	1.6-2.3	2.0
Household appliance, TV, radio stores.....	5.4-8.0	6.0	5.2-6.1	5.3	2.0-2.5	2.2
Household appliance dealers.....	6.0-9.9	7.0	5.8-7.2	6.1	2.1-3.0	2.2
Lumber, building, hardware, farm equipment group.....	3.4-3.7	3.6	3.1-3.4	3.3	1.4-2.1	1.6
Lumber yards, building materials dealers.....	3.9-4.3	4.1	3.8-4.2	3.9	1.3-2.1	1.4
Lumber yards.....	5.1-5.7	5.3	5.0-5.3	5.2	1.5-2.5	1.8
Hardware stores.....	4.8-5.7	5.1	4.4-5.2	4.8	1.3-2.7	1.7
Automotive group.....	2.4-2.7	2.6	2.3-2.6	2.5	0.8-1.2	0.9
Passenger car, other automotive dealers.....	2.5-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers.....	2.6-2.9	2.8	2.5-2.8	2.7	0.8-1.2	0.9
Passenger car dealers (franchised).....	2.6-3.0	2.8	2.6-3.0	2.9	0.8-1.2	0.9
Tire, battery, accessory dealers.....	5.0-6.6	6.0	4.6-6.0	5.7	1.3-2.5	1.6
Gasoline service stations.....	1.9-2.1	2.0	1.8-2.0	1.9	0.5-0.9	0.6
Drug and proprietary stores.....	2.4-3.2	2.8	2.4-2.8	2.5	0.4-0.7	0.5
Drug stores.....	2.5-2.9	2.9	2.4-2.9	2.6	0.4-0.8	0.5
Liquor stores.....	3.6-3.8	3.6	3.4-3.7	3.6	0.7-0.8	0.8

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences, for the months of January through May 1960. For the month-to-month percent change in sales, the ranges of sampling error are based on unadjusted data for January through June 1960.

(2) Sampling error is less than 0.1 percent.

¹ The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for 2 months.

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF THE RATIO OF THE SALES OF RETAIL STORES FOR 2 CONSECUTIVE MONTHS: UNITED STATES, BY SELECTED KINDS OF BUSINESS

(Percent)					
Kind of business	Range	Median	Kind of business	Range	Median
Fruit stores, vegetable markets.....	1.4-6.6	3.7	Fuel, fuel oil dealers.....	1.2-3.5	2.8
Candy, nut, confectionery stores.....	1.7-3.4	2.7	Fuel dealers, except fuel oil.....	1.9-8.1	3.1
Delicatessen stores.....	2.0-3.0	2.6	Fuel oil dealers.....	1.6-5.9	4.6
Men's, boys' clothing stores.....	1.8-3.1	2.5	Jewelry stores.....	2.6-3.6	3.2
Men's, boys' furnishings stores.....	3.0-5.9	3.6	Florists.....	3.0-7.8	4.6
Women's apparel, accessory, specialty stores.....	3.1-5.9	4.1	Book stores.....	2.2-10.3	5.1
			Stationery stores.....	2.3-8.5	4.2
Floor coverings stores.....	4.4-7.5	6.1	Music stores.....	3.7-7.4	6.0
TV, radio stores.....	2.3-8.6	4.8	Camera, photographic supply stores.....	2.2-4.2	3.7
Paint, glass, wallpaper stores.....	2.0-4.8	4.4			
Heating, plumbing equipment dealers.....	5.0-9.5	8.3	Optical goods stores.....	1.4-6.7	3.1
Farm equipment dealers.....	3.8-7.7	4.5	Typewriter stores.....	5.2-10.5	5.7

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2, page 22. The ranges of sampling error shown above are based on the month-to-month percent change in sales of the unadjusted data for January through June 1960.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 16-20

Dollar volume sales and percent change from the same month a year ago¹Percent change over 2 consecutive months²

A = 0 to 3.5%, B = 3.6 to 7.0%, C = 7.1 to 10.5%.

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

¹ Approximations applicable to both preliminary and final estimates. Estimates of sampling variability of the year-to-year percent change for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

² Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher.

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE UNITED STATES AND REGIONS BY SELECTED KINDS OF BUSINESS

Kind of business	Dollar volume estimates					Percent change from same month a year ago					Month-to-month percent change over 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Durable-goods stores.....	A	B	A	B	B	A	B	A	B	B	a	b	a	a	b
Nondurable-goods stores.....	A	A	A	A	A	A	A	A	A	A	a	a	a	a	a
Food group.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	a
Grocery stores.....	A	A	A	B	B	A	A	A	A	A	a	a	a	a	a
Eating and drinking places.....	A	B	B	B	B	A	A	A	A	A	a	a	a	a	a
GAF, total.....	A	A	A	A	B	A	A	A	A	A	a	a	a	a	b
General merchandise group.....	A	A	A	A	B	A	A	A	A	B	a	a	a	a	b
Department stores.....	A	B	A	B	C	A	A	A	A	B	a	a	a	a	a
Apparel group.....	A	B	B	B	B	A	A	A	A	A	a	b	a	b	b
Furniture and appliance group..	A	B	B	B	C	A	B	B	B	B	a	b	b	b	c
Lumber group.....	B	C	B	B	C	A	C	B	B	C	b	b	b	c	c
Automotive group.....	A	C	B	B	C	A	C	B	B	C	a	c	b	b	c
Gasoline service stations.....	A	B	B	B	B	A	B	B	B	B	a	a	a	b	c
Drug and proprietary stores.....	A	B	B	B	B	A	B	A	A	B	a	b	a	a	b

Table 17.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR GEOGRAPHIC DIVISIONS

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar volume sales estimates									
Total.....	B	A	A	B	B	B	B	B	B
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(1)	A	B	(1)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	-	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change from same month a year ago									
Total.....	A	A	A	A	A	B	B	B	A
Durable-goods stores.....	B	B	B	B	B	C	C	(2)	B
Nondurable-goods stores.....	A	A	A	A	A	B	B	B	A
Food group.....	A	(1)	A	A	(1)	B	B	B	A
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
GAF, total.....	B	A	A	A	A	A	B	A	B
General merchandise group.....	-	A	A	A	A	B	A	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C
Percent change over 2 consecutive months									
Total.....	a	a	a	a	a	a	a	b	a
Durable-goods stores.....	b	b	a	b	b	c	b	(3)	b
Nondurable-goods stores.....	a	a	a	a	a	a	a	a	a
Food group.....	a	(1)	a	a	(1)	a	b	a	a
Eating and drinking places.....	a	a	b	b	b	c	b	b	a
GAF, total.....	b	a	a	a	a	b	a	a	b
General merchandise group.....	-	a	a	a	a	b	a	a	a
Apparel group.....	b	a	a	b	b	a	a	c	b
Gasoline service stations.....	b	a	a	b	a	a	c	b	a
Drug and proprietary stores.....	b	b	a	a	b	a	c	c	a

(1) Estimates for food store sales omitted because food firms accounting for more than 30% of food store sales in these geographic divisions have reported company totals only. (See page 19, "Group II Organizations.") (2) More than 10.5 percent. (3) More than 4.5 percent.

Table 18.--ESTIMATED RANGE OF SAMPLING VARIABILITY FOR SPECIFIED LARGE STATES

State	Dollar volume sales estimates			Percent change from same month a year ago			Percent change over 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California.....	B	B	B	B	B	B	a	a	a
Florida.....	B	B	C	B	B	C	a	b	b
Illinois.....	B	B	B	A	B	B	a	a	a
Indiana.....	B	-	C	B	B	C	b	a	a
Massachusetts.....	B	B	C	B	B	C	b	a	a
Michigan.....	B	B	-	B	B	B	a	a	b
Minnesota.....	B	C	-	B	C	B	a	b	a
Missouri.....	B	-	-	B	B	B	a	a	a
New Jersey.....	B	B	-	B	B	B	b	a	a
New York.....	B	A	A	A	A	A	a	a	a
North Carolina.....	B	C	-	B	C	B	a	a	b
Ohio.....	B	B	C	B	B	B	a	a	a
Pennsylvania.....	B	A	A	A	A	A	a	a	a
Texas.....	B	B	-	B	B	B	a	a	a
Wisconsin.....	B	C	-	B	C	B	a	a	a

Table 19.—ESTIMATED RANGE OF SAMPLING VARIABILITY OF RETAIL SALES FOR 2 CONSECUTIVE MONTHS, BY SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

Area	Percent change over 2 consecutive months			Area	Percent change over 2 consecutive months		
	Total	Nondurable	GAF		Total	Nondurable	GAF
Standard Consolidated Areas				Minneapolis-St. Paul, Minn.....	a	a	a
Chicago, Ill.-Northwestern Ind.....	a	a	b	Newark, N.J.....	b	a	b
New York-Northeastern N.J.....	a	a	a	New York, N.Y.....	a	a	a
				Paterson-Clifton-Passaic, N.J.....	b	b	a
				Philadelphia, Pa.-N.J.....	b	a	b
Standard Metropolitan Statistical Areas				Pittsburgh, Pa.....	b	a	a
Baltimore, Md.....	b	a	b	St. Louis, Mo.-Ill.....	b	a	b
Boston, Mass.....	a	b	b	San Francisco-Oakland, Calif.....	a	a	a
Buffalo, N.Y.....	a	b	b	Seattle, Wash.....	b	a	a
Chicago, Ill.....	a	a	b	Washington, D.C.-Md.-Va.....	a	a	a
Cleveland, Ohio.....	a	a	a				
Dallas, Tex.....	a	a	b	Cities			
Detroit, Mich.....	b	a	b	Chicago, Ill.....	a	a	a
Houston, Tex.....	a	a	b	Detroit, Mich.....	a	-	b
Kansas City, Mo.-Kans.....	b	a	a	Los Angeles, Calif.....	b	b	b
Los Angeles-Long Beach, Calif.....	a	a	b	New York, N.Y.....	a	a	b
				Philadelphia, Pa.....	b	b	a

Table 20.—ESTIMATED RANGE OF SAMPLING VARIABILITY FOR THE 5 LARGEST STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS AND CITIES

Area	Dollar volume sales estimates			Percent change from same month a year ago		
	Total	Nondurable	GAF	Total	Nondurable	CAF
Standard Consolidated Areas						
Chicago, Ill.-Northwestern Indiana.....	B	B	B	B	B	B
New York-Northeastern New Jersey.....	B	A	B	B	A	B
Standard Metropolitan Statistical Areas						
Chicago, Ill.....	B	B	B	B	B	B
Detroit, Mich.....	B	C	B	B	C	B
Los Angeles-Long Beach, Calif.....	B	A	B	B	A	B
New York, N.Y.....	B	A	B	B	A	B
Philadelphia, Pa.-N.J.....	B	B	B	B	B	B
Cities						
Chicago, Ill.....	B	A	A	B	A	A
Detroit, Mich.....	B	-	B	B	-	B
Los Angeles, Calif.....	B	B	B	B	B	B
New York, N.Y.....	A	A	A	A	A	A
Philadelphia, Pa.....	B	C	B	B	C	B

Table 21.—ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR FIRMS OPERATING 11 OR MORE RETAIL STORES: UNITED STATES, BY SELECTED KINDS OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	0.2-0.4	0.3	0.2-0.4	0.3	(Z)-0.1	0.1
Durable-goods stores, total.....	0.9-1.3	1.1	0.9-1.3	1.1	0.2-0.5	0.3
Nondurable-goods stores, total.....	0.4-0.5	0.5	0.4-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	(X)	0.4	(X)	0.4	(X)	(Z)
Department stores and dry goods, general merchandise stores.....	0.3-0.4	0.4	0.3-0.4	0.4	(Z)-0.1	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(X)	(Z)
Apparel group.....	1.8-2.2	2.0	1.8-1.9	1.9	0.2-0.5	0.4
Furniture and appliance group.....	0.8-1.3	1.0	0.9-1.4	1.0	(Z)-0.1	0.1
Tire, battery, accessory dealers.....	1.2-1.5	1.3	1.0-1.3	1.2	0.1-0.5	0.5
CHARGE ACCOUNTS						
United States, total.....	0.9-1.3	1.3	1.0-1.2	1.1	0.3-0.8	0.3
Durable-goods stores, total.....	2.7-2.8	2.7	2.6-2.7	2.7	0.5-0.8	0.6
Nondurable-goods stores, total.....	1.2-1.5	1.3	1.1-1.3	1.1	0.3-0.9	0.3
General merchandise group.....	0.6-1.7	1.1	0.7-1.1	1.0	0.1-1.3	0.1
Department stores and dry goods, general merchandise stores.....	0.7-1.1	0.9	(X)	0.8	(Z)-1.4	(Z)
Department stores.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.1	(Z)
Apparel group.....	3.7-4.4	4.0	3.7-3.8	3.8	0.3-0.7	0.7
Furniture and appliance group.....	3.1-3.7	3.2	2.9-4.3	3.1	0.4-0.8	0.7
INSTALLMENT ACCOUNTS						
United States, total.....	0.3-0.4	0.3	0.3-0.4	0.3	(Z)-0.2	0.1
Durable-goods stores, total.....	0.9-1.4	1.1	0.9-1.4	1.1	0.1-0.2	0.1
Nondurable-goods stores, total.....	0.3-0.4	0.4	0.3-0.5	0.4	(Z)-0.2	0.1
General merchandise group.....	0.3-0.5	0.4	0.3-0.5	0.4	(Z)-0.2	(Z)
Department stores and dry goods, general merchandise stores.....	0.4-0.5	0.4	0.3-0.5	0.4	(Z)-0.3	0.1
Department stores.....	0.2-0.3	0.2	0.2-0.3	0.2	(Z)-0.1	(Z)
Apparel group.....	1.3-2.1	1.6	1.3-2.2	1.8	(Z)-0.5	0.2
Furniture and appliance group.....	0.8-1.3	1.0	0.8-1.3	1.0	(X)	(Z)

Table 22.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF ACCOUNTS RECEIVABLE, CHARGE AND INSTALLMENT, FOR ALL RETAIL STORES, BY KIND OF BUSINESS

Kind of business	Preliminary estimates		Final estimates		Month-to-month percent change ¹	
	Range	Median	Range	Median	Range	Median
TOTAL ACCOUNTS RECEIVABLE						
United States, total.....	1.4-1.6	1.4	1.3-1.5	1.4	0.4-0.5	0.4
Durable-goods stores, total.....	1.9-2.1	1.9	1.9-2.1	1.9	0.5-0.6	0.5
Nondurable-goods stores, total.....	1.6-2.3	1.8	1.5-1.9	1.6	0.6-0.8	0.6
Food group.....	4.0-4.5	4.3	3.8-4.2	4.0	1.0-2.3	1.5
Grocery stores.....	3.7-4.6	4.0	3.8-4.0	3.9	1.0-2.2	1.7
Eating and drinking places.....	9.3-15.9	10.9	9.5-14.4	11.0	2.2-6.6	4.7
General merchandise group.....	1.8-2.5	1.9	1.7-2.4	1.9	0.2-0.8	0.4
Department stores, dry goods, general merchandise stores.....	2.0-3.0	2.2	1.8-2.9	2.2	0.2-1.0	0.5
Department stores.....	1.9-3.0	2.1	1.7-3.0	2.1	0.2-1.1	0.5
Mail order houses (department store merchandise).....	(Z)	(Z)	(Z)	(Z)	(Z)	(Z)
Apparel group.....	4.5-5.3	4.8	4.1-4.8	4.7	1.0-3.9	1.4
Women's ready-to-wear stores.....	6.8-7.2	7.2	4.8-7.3	6.8	1.2-5.4	1.6
Furniture and appliance group.....	3.2-3.3	3.4	3.2-3.6	3.3	0.5-1.0	0.8
Furniture, home furnishings stores.....	4.0-4.3	4.1	3.9-4.3	4.0	0.6-1.3	1.1
Furniture stores.....	4.2-4.6	4.4	4.1-4.6	4.3	0.6-1.4	1.1
Household appliance, TV, radio stores.....	4.4-5.3	5.0	4.1-5.4	4.8	0.6-1.6	1.0
Household appliance dealers.....	4.7-5.7	5.4	4.5-5.8	5.2	0.6-1.6	1.1
Lumber, building, hardware, farm equipment group.....	3.3-3.5	3.5	3.4-3.5	3.4	0.6-1.3	0.8
Lumber yards, building materials dealers.....	4.2-4.4	4.3	4.0-4.4	4.1	0.8-1.5	0.9
Lumber yards.....	5.1-5.6	5.3	4.7-5.3	5.1	0.9-2.0	1.1
Automotive group.....	3.8-5.0	4.3	3.7-5.0	4.2	1.1-1.7	1.3
Passenger car dealers.....	5.1-6.5	5.3	5.0-6.5	5.1	1.5-2.3	1.7
Passenger car dealers (franchised).....	5.4-6.8	5.6	5.2-6.8	5.4	1.5-2.5	1.9
Tire, battery, accessory dealers.....	3.8-9.8	6.7	3.7-8.6	7.0	0.8-1.4	1.0
Gasoline service stations.....	4.4-5.4	4.7	4.1-5.4	4.3	1.4-1.9	1.7
Other retail stores.....	3.9-5.6	4.1	3.7-5.1	4.0	1.1-5.0	1.5
CHARGE ACCOUNTS						
United States, total.....	1.9-2.3	2.0	1.8-2.1	2.0	0.6-0.8	0.7
Durable-goods stores, total.....	2.3-2.6	2.4	2.2-2.4	2.4	0.7-1.1	0.9
Nondurable-goods stores, total.....	2.3-3.3	2.6	2.1-2.7	2.4	0.7-1.3	1.0
Food group.....	4.0-4.6	4.5	4.0-4.4	4.1	1.0-2.5	1.6
General merchandise group.....	3.1-4.4	4.1	3.0-4.4	4.1	0.6-1.2	0.8
Department stores, dry goods, general merchandise stores.....	3.0-4.7	4.3	3.1-4.6	4.3	0.6-1.2	0.9
Department stores.....	3.0-4.9	4.5	3.1-4.8	4.5	0.5-1.2	1.0
Apparel group.....	5.3-6.5	6.0	4.5-6.1	5.7	1.1-5.3	2.2
Furniture and appliance group.....	5.0-5.3	5.1	4.7-5.1	5.0	1.8-2.6	2.3
Furniture, home furnishings stores.....	5.8-6.5	6.0	5.6-6.3	5.8	2.1-3.6	2.7
Lumber, building, hardware, farm equipment group.....	3.5-3.7	3.6	3.5-3.6	3.5	0.7-1.4	0.9
Lumber yards, building materials dealers.....	4.3-4.5	4.4	4.1-4.5	4.2	0.7-1.6	1.0
Lumber yards.....	5.1-5.5	5.3	5.1-5.2	5.2	0.9-2.1	1.3
Automotive group.....	4.4-6.1	4.9	3.9-5.4	5.1	1.5-3.1	2.2
Passenger car dealers (franchised).....	4.9-6.0	5.3	4.1-6.3	4.8	2.0-4.2	2.9
Gasoline service stations.....	4.7-5.4	4.9	4.3-5.5	4.6	1.3-1.9	1.7
INSTALLMENT ACCOUNTS						
United States, total.....	1.8-1.9	1.9	1.8-1.8	1.8	0.3-0.6	0.5
Durable-goods stores, total.....	2.8-3.1	2.8	2.7-3.4	2.7	0.7-1.7	0.8
Nondurable-goods stores, total.....	1.6-2.1	1.6	1.4-2.1	1.6	0.3-0.9	0.3
General merchandise group.....	1.6-2.2	1.7	1.5-2.2	1.6	0.1-0.8	0.4
Department stores, dry goods, general merchandise stores.....	1.9-2.9	2.0	1.8-2.8	1.9	0.2-1.0	0.5
Department stores.....	1.7-2.8	1.8	1.5-2.8	1.7	0.1-1.0	0.5
Apparel group.....	6.4-7.8	7.2	5.6-7.3	7.2	1.3-3.0	2.0
Furniture and appliance group.....	3.9-4.4	4.1	3.9-5.4	3.9	0.7-3.1	1.1
Furniture, home furnishings stores.....	4.7-5.4	5.0	4.8-5.4	4.9	0.3-2.3	1.4
Household appliance, TV, radio stores.....	4.4-6.0	5.8	4.3-6.1	5.5	0.6-2.4	1.3
Lumber, building, hardware, farm equipment group.....	7.6-9.3	8.9	8.0-8.9	8.7	1.6-2.3	1.9
Automotive group.....	5.5-7.0	6.1	5.7-6.5	6.0	1.0-2.3	1.6
Tire, battery, accessory dealers.....	3.7-4.1	3.9	3.7-3.9	3.8	0.9-1.5	1.1

Note: The ranges of sampling error shown above are based on accounts receivable estimates for the following months: Preliminary estimates: June 1959 and January through April 1960. Final estimates: May and December 1959 and January through March 1960. Month-to-month percent changes: May, June and December 1959 and January through April 1960.

(Z) Sampling variability is less than 0.1 percent.

¹ Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, page 21.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States, and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as a direct measure from a sample representing all sizes of stores, firms or organizations, and kinds of retail business throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952, which contained sales estimates of retail stores for 15 months beginning with January 1951, the initial month for which probability estimates for all retail stores are available. Beginning with May 1953, an entirely new sample was drawn which affected the continuity of the data in that the year-to-year percentage change in the data for the first 12 months of transition were subject to a considerably higher sampling error than would usually be expected. Other changes have been made since May 1953 (the most recent of which was January 1961, which incorporated information derived from the 1958 Census of Business), but these changes have had a much smaller effect on continuity of the data (see Monthly Retail Trade Reports for July 1953, December 1958, and January 1961, for descriptions of sample changes). Monthly sales data for geographic areas were introduced effective with April 1962. Beginning with June 1960, statistics on accounts receivable balances of retail stores were incorporated into the report, including monthly data from January 1959. Monthly data for periods prior to January 1959 are not available.

Sales

Total receipts from customers' after deductions of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Accounts Receivable

Balances of credit sales due retail stores from customers.

The data in this report refer to receivables outstanding as of the end of the month. Receivables

against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

Charge account receivables are receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables are receivables outstanding for which payment was scheduled to be paid in two or more parts.

Nature of the Sample

I. Sales

The general nature of the sample of retail establishments from which the dollar volume sales estimates are derived is as follows:

A. All Group II organizations; i.e., those which in the 1958 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of location in the United States.

B. Group I stores; i.e., all remaining retail stores in the sample, are included on the following basis:

1. Retail stores with 1954 sales volume, in excess of \$5 million are included each month, regardless of location in the United States. (These stores are called "National List Stores.")
2. All remaining retail stores are represented by a sample of stores located in 243 Census sample areas. These Census sample areas, generally consisting of combinations of 2 or 3 counties were chosen at random (1 from each of the 243 primary strata) with known probability of selection. The sample within these areas consists of (a) "Large" stores (all stores located anywhere in the Census sample areas which meet certain annual sales criteria) which report each month in the survey; and (b) all stores located in a sample of land segments (a subsample of the Census sample areas called area segments) selected at random, with known probability of selection, within Census sample areas. Certain of these stores called "Special area segment" stores (those which meet certain annual sales criteria) report each month. The remaining stores in the area segments generally report only once a year. The enumeration of approximately 2,000 area segments each month by Bureau of the Census field interviewers makes it possible to account for new stores, regardless of size, which have come into existence subsequent to the establishment of the sample.

The following criteria were used to select the various components of this sample.

Group II Organizations

As indicated above, Group II organizations (those which operated 11 or more retail stores in 1958) are taken into the sample with certainty and report monthly the combined sales of all their retail stores in the United States. For those Group II firms with retail stores in more than 1 kind of business, the reported figures are prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1958 Census of Business.

For purposes of developing the geographic area estimates published in this report, Group II organizations are also requested to report separately for a sample of their establishments or by county. Those Group II firms reporting separate establishment figures are included on the following basis: 1. Firms with September 1961 sales of approximately \$10 million or more are canvassed each month for sales data for 1 or more of their establishments; 2. Firms with sales below this amount are sampled, with selection proportionate to their sales size, and canvassed for selected month(s) of the year. For both types of firms, the specific establishments for which sales data are tabulated are selected in the following manner:

A. Stores with September 1961 sales of approximately \$850,000 or more are included each month. For general merchandise, apparel and furniture and appliance stores located in the 20 largest standard metropolitan statistical areas, the criterion was lowered to \$215,000 in some areas and to \$425,000 in others.

B. Stores not qualifying for inclusion in the sample each month on the basis of the above criteria were sampled with selection proportionate to relative sales size, for inclusion in selected month(s) of the year.

C. Firms that are canvassed each month of the year report newly acquired stores each month, whether newly constructed or purchased from others. Firms canvassed for only selected month(s) report newly acquired stores once each year. Data for all such newly acquired stores are included in the statistics for the month in which they are initially reported. For subsequent months, they are sampled on the basis of the criteria outlined above.

Some food firms currently report only a national organizational total covering all of their retail stores. For the most part, data for such firms, which together account for about 20 percent of total U.S. food store sales, have been distributed by geographic area in accordance with the distribution of their sales as reported in the most recent Annual Retail Trade Survey. Data for a few firms are distributed geographically based on their sales distribution in the 1958 Census of Business. The few firms in other kinds of business which report only national organizational sales totals represent less than 2 percent of total U.S. retail sales, exclusive of food store sales and for no separate kind-of-business category for which geographic area data are

shown in this report do they account for as much as 5 percent of the national total. Data for these firms, as in the case of food firms which report only national totals, are distributed by geographic area in accordance with the geographic breakdown reported in the most recent Annual Retail Trade Survey.

Group I Stores

Group I stores are all remaining retail stores. Therefore, Group I stores are stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business.

National List Stores in Group I

The large stores taken with certainty regardless of location are referred to as the National List Stores. The stores on this list are those retail stores whose 1954 sales equalled or exceeded \$5 million (regardless of kind of business). Prior to April 1957, this list included only department stores having 1948 sales of \$5 million or more. All National List Stores report monthly by mail.

"Large" Stores in Group I

These stores are confined to Census sample areas. Their 1954 annual sales exceeded a certain designated amount but were less than \$5,000,000. All known department stores with sales less than \$5,000,000 in 1954 located in Census sample areas were included in the sample. For other kinds of business, the designated amount of annual sales in 1954 varied from approximately \$100,000 for some kinds of business in the most rural Census sample areas, to approximately \$2,100,000 for some kinds of business in the large standard metropolitan areas. Large Group I stores report monthly by mail.

"Special Area Segment Stores" in Group I

Special Area Segment Stores are Group I establishments (not on 1 of the above lists) located in area segments whose dollar volume of sales in 1954 (or a comparable amount at a later date) exceeded a certain amount (either \$150,000, \$225,000 or \$300,000) depending on kind of business. Special Area Segment Stores report monthly by mail.

Special Rules for GAF Group I Stores

In order to permit publication of sales data for general merchandise, apparel, furniture and appliance stores in the 20 largest SMSA's, the sales criteria for these kinds of business were reduced and the "large" store panel was supplemented on the basis of information reported for the 1958 Census of Business. Large new GAF establishments in these areas are identified and are added to the "large" store panel or to the Special Area Segment Stores panel.

"Small" Stores (all remaining stores)

The remaining retail establishments not qualifying for one of the above lists are referred to as "small" establishments. They are represented by the stores of this type located in the sample of land segments. These establishments are requested through personal visits by Census field representatives to report sales figures, for 2 consecutive months once a year. Because a different group of area segments are enumerated each month of the year, there is a different group of "small" stores enumerated each month.

II. Accounts Receivable

Statistics on accounts receivable have been compiled each month, effective with January 1959, based on a subsample of the probability sample discussed above that is used to produce monthly estimates of sales of retail stores, as follows:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the Special Area Segment Stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only 2 successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivable as of November 30, 1960. Group I general merchandise, apparel, furniture and appliance stores added to the panel as a result of the supplementation in these standard metropolitan statistical areas are assigned to the "fixed" panel if they sell on credit and to the "rotating" panel if they do not sell on credit.

C. All Group I "small" stores described above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for 2 consecutive months each year.

Comparison of Census Bureau Accounts Receivable Series and Federal Reserve Board Consumer Credit Series

A comparison of accounts receivable data published by the Census Bureau in the Monthly Retail Trade Report, with consumer credit statistics published for retail outlets in the Federal Reserve Bulletin, should take into account the following differences:

A. The Federal Reserve Board series is limited to amounts owed by consumers only. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit, e.g., credit outstanding on sales by retail stores made to contractors or other businesses. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

B. The Federal Reserve Board compiles retail credit statistics independently of the Census Bureau for department stores, mail order houses, furniture and home furnishings stores, and household appliance dealers. Estimates for other kinds of business are indirectly derived by the Federal Reserve Board, partially from Bureau of the Census survey results.

C. The two agencies use different sample designs and estimating procedures. The Federal Reserve Board attributes total amounts reported by multi-unit organizations to the major kind of business in which the organization is engaged. The Census Bureau distributes accounts receivable data reported by these organizations among the various kinds of business in which they were engaged as reported in the 1958 Census of Business. (See "Detailed Description of Sources and Methods Used in Revision of Short- and Intermediate-Term Consumer Credit Statistics, April 1953, Board of Governors of the Federal Reserve System," and the Census Bureau's "Description of the Sample for the Monthly Retail Trade Report, Revised".)

Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Bureau of the Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product, reporting. Each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products. Similarly, the accounts receivable estimates include amounts owed to the retail stores on all sales made on credit at the establishment including sales at wholesale and receipts of services.

Durable-Goods Stores and Nondurable-Goods Stores

Durable-goods stores include all retail stores in the following major groups: the furniture group; the lumber, building materials, hardware, farm equipment group and the automotive group. Also included in the durable-goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; second-hand stores; luggage and leather goods stores; gift, novelty, souvenir shops; typewriter stores; optical goods stores; music stores; camera, photographic supply stores; and miscellaneous retail stores not elsewhere classified.

Nondurable-goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group and gasoline service stations. Also included in the nondurable-goods category are liquor stores; drug and proprietary stores; fuel, fuel oil dealers; florists; hay, grain, feed stores; farm and garden supply stores; stationery stores; newsstands and news dealers; cigar stores; and ice dealers.

Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling variability and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is \$4,698 million. The median sampling variability for the food group shown in table 13 is 1.3 percent (or .013). Multiplying \$4,698 million by .013, we obtain \$61 million. The chances are 2 out of 3 that the expected value is between \$4,637 and \$4,759 million (i.e., \$4,698 million plus and minus \$61 million) and the chances are 19 out of 20 that the expected value lies between \$4,576 and \$4,820 million (i.e., \$4,698 million plus and minus \$122 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent. This percentage change is equivalent to a month-to-month ratio of .97. The median sampling variability for this statistic, shown in table 13, is 0.9 percent (or .009). The result of multiplying .97 by .009 is .009. The probability is 2 out of 3 that the expected ratio is contained in the range .961 to .979, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .952 to .988.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error. In order to provide less erratic estimates of the sampling errors for metropolitan areas, these estimates were determined from a regression line fitted by hand to a scatter diagram of estimated sampling errors plotted against a rough measure of sample size.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Nonresponse for the national estimates for all kinds of business combined amounts to about 6 percent for sales and 11 percent for accounts receivable.

Preliminary versus Final Volume Estimates

I. Sales

As outlined in the preceding statements concerning the "Nature of the Sample," the "large" Group I stores and the Group II stores are requested to report each month, whereas the "small" stores located in the sample of land segments (area segments) are canvassed once a year for figures for 2 consecutive months, with a different group of area segments enumerated each month of the year. For example, in March the area segment retail establishments report a sales figure for February (current month), and one for January (previous month) and in April, a different group of retail establishments report a sales figure for March (current month), and one for February (previous month). Hence, 1 month later additional data for the "small" Group I stores are available for the previous month; e.g., in the foregoing example, sales figures for February are available from retail establishments located within 2 different groups of land segments (once as the current month, and once as the previous month).

Beginning with the figures for January 1960, each new month's sales estimates, with the exception of those for Group II shown in table 3, are labelled preliminary, to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. The new month's sales data for Group II stores shown in table 3 are always final since the same firms are requested to report each month. As the preliminary figures are derived from reports for the month enumerated as a current month, they in fact correspond to the dollar volume estimates which prior to January 1960 regularly have been carried in the Monthly Retail Trade Report. In the Monthly Retail Trade Report for the next month after the one in which the preliminary estimates are issued, these preliminary estimates are replaced by revised or final estimates which are based on reports for the month enumerated both as a current and as a previous month. The use of both current and previous month samples results in a generally lower sampling variability of the estimates than would be expected from use of only a current month sample.

On the average, for the last full calendar year the change in national dollar volume levels from the preliminary to the final estimates was .2 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .3 percent for the food group to 1.1 percent for eating and drinking places.

A more detailed and technical description of the development of these estimates may be obtained upon request to the Bureau of the Census. A description of the sample as constituted in October 1955, estimating procedure used and additional information on the reliability of the estimates is available in a pamphlet entitled "Description of the Sample for the Monthly Retail Trade Report."

II. Accounts Receivable

As described for sales estimates, each new month's accounts receivable estimates, including those for

Group II firms shown in table 12, are labelled preliminary to be replaced in the next issue of the Monthly Retail Trade Report by final estimates. Over the last full calendar year, the average change in total accounts receivable balances from the preliminary to the final estimates was .5 percent for all retail stores combined. For individual kinds-of-business groups, revisions have been greater, ranging on the average from .9 percent for the general merchandise group to 2.2 percent for the food group (the eating and drinking group, relatively unimportant in accounts receivable balances, averaged 3.7 percent). Unlike the new month's sales data for Group II firms, the Group II accounts receivable estimates for the new month are not final since the same firms are not requested to report each month; i.e., a portion of the Group II accounts receivable estimates is derived from rotating panels (see Nature of the Sample above).

Percentage Changes in Sales (Table 2)

The percentage changes in sales shown in table 2 for all kinds of business, except those asterisked, are derived directly from the dollar volume estimates in table 1. Because the sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large, such estimates are not published; however, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are shown in table 2.

Sales and Accounts Receivable Balances of Stores of Firms Operating 11 or More Retail Stores (Tables 3 and 12)

Separate data are presented in tables 3 and 12 for stores of organizations which, in the 1958 Census of Business, were reported as operating 11 or more retail stores. Since all such firms report sales figures each month, sales estimates for this group (table 3) are not subject to sampling variability. However, the accounts receivable estimates for this group (table 12) are subject to sampling variability (see table 20) since a portion of such estimates are derived from a sample; i.e., rotating panels (see Nature of the Sample above).

Sales of Stores of Firms Operating 4 or More Stores (Table 4)

The estimated monthly sales of retail stores of organizations operating 4 or more retail stores as shown in table 4 are based in part on a sample; therefore, the results are subject to some sampling variability. The estimates shown are derived by summing the sales of Group II stores (see above) and the weighted sales of Group I retail stores operated by organizations which have 4 to 10 retail stores.

Unpublished Data

Selected additional data, such as dollar-volume estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the

changes from month to month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified in this report as subject to sampling variability of "C" or "c" magnitude are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. The areas generally should each account for at least 3 percent of the U.S. population and such tabulations should be limited to statistics for all kinds of business combined and for large and statistically reliable combinations of kind-of-business categories, such as the GAF combination.

Data Adjusted for Seasonal Variations and Trading Day Differences

The national data in this publication have been adjusted on the basis of adjustment factors developed from the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors used for adjusting the national sales estimates were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census, Washington, D.C., 20233.

Tables 22-23, pp. 23-24 present, by kind of business, the combined seasonal and trading day adjustment factors for the sales estimates and seasonal adjustment factors for end-of-month accounts receivable that are used in adjusting data. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the data by kind of business groups and totals are presented in tables 24-25, pp. 25-26. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 23.--COMBINED SEASONAL, TRADING DAY, AND HOLIDAY ADJUSTMENT FACTORS FOR SALES OF ALL RETAIL STORES AND OF GROUP II RETAIL STORES--JANUARY 1964--DECEMBER 1965

Kind of business	1964												1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ALL STORES																								
United States, total.....	91.2	87.2	96.8	99.1	103.6	102.4	101.1	97.8	95.9	106.0	100.2	121.6	90.2	84.1	95.9	102.8	101.9	102.0	101.5	97.7	95.9	104.9	102.0	124.5
Durable-goods stores, total.....	88.0	84.3	97.5	105.3	106.8	110.7	105.2	96.1	92.3	110.1	101.7	107.4	84.6	83.4	100.0	106.5	106.5	108.8	103.1	96.7	92.2	107.6	104.1	109.9
Nondurable-goods stores, total.....	92.8	88.6	96.4	96.1	102.0	98.3	99.1	98.6	97.7	104.0	99.4	128.5	92.9	84.5	93.9	101.0	99.7	98.7	100.8	98.2	97.6	102.2	101.1	131.5
Food group.....	99.7	97.2	95.7	96.8	104.7	97.9	104.1	100.2	96.6	106.2	95.2	106.8	101.0	91.0	97.2	99.6	100.7	98.8	107.9	97.8	97.7	103.4	96.6	110.4
Grocery stores.....	100.2	97.4	95.7	96.6	104.9	97.6	104.1	100.0	96.5	106.7	94.9	106.3	101.5	91.0	97.4	99.5	100.4	98.5	108.2	97.5	97.7	103.9	96.6	110.3
Eating and drinking places.....	90.9	87.0	93.7	96.7	103.8	105.5	109.4	110.5	104.4	103.1	97.4	100.3	91.5	84.5	93.9	97.6	102.9	105.9	110.3	110.9	103.1	103.2	96.3	100.5
General merchandise group.....	75.5	72.4	92.4	91.8	95.7	95.0	88.5	94.9	98.3	104.9	110.4	182.8	73.8	70.2	85.3	99.9	94.2	96.0	89.5	96.6	97.2	101.9	112.9	185.2
Department stores.....	74.7	69.5	91.1	93.1	94.8	96.6	87.6	92.8	100.2	106.4	111.4	186.0	73.1	67.7	85.1	98.4	93.9	97.1	88.3	95.9	98.5	103.0	114.0	189.0
Variety stores.....	70.5	76.8	96.3	85.6	95.1	92.6	89.9	96.0	93.7	100.3	101.6	204.0	70.8	73.0	81.7	105.6	93.7	92.4	92.2	95.0	92.8	97.8	103.3	206.2
Mail order houses (department store merchandise).....	77.3	74.2	94.5	93.2	91.1	85.3	82.2	95.6	97.5	105.6	136.1	175.0	70.0	75.1	92.2	98.3	89.9	87.5	77.7	100.2	99.2	101.9	140.5	172.6
Apparel group.....	82.1	71.8	104.2	89.5	98.8	93.7	85.0	88.7	100.5	105.6	103.5	178.6	82.9	68.7	85.1	112.8	96.8	94.4	86.7	89.8	98.6	103.0	105.7	181.3
Men's, boys' wear stores.....	90.0	71.5	88.5	84.6	95.8	104.0	86.0	81.8	89.6	104.1	104.6	203.5	89.4	68.4	76.3	101.2	94.2	102.4	88.0	81.9	89.4	101.5	107.1	205.8
Women's apparel, accessory stores.....	81.9	74.3	105.2	92.0	100.9	89.1	83.9	89.3	98.7	106.7	104.3	178.4	82.6	71.2	87.3	111.3	98.4	90.5	85.7	89.3	98.2	103.7	106.6	178.2
Shoe stores.....	80.5	72.9	118.0	96.4	104.3	99.6	90.2	94.5	114.0	102.5	91.5	135.0	82.1	69.5	90.6	134.6	101.0	98.0	91.0	95.0	107.9	98.6	93.8	143.1
Furniture and appliance group.....	88.8	85.8	89.5	91.6	96.6	100.5	99.2	101.6	102.0	108.7	106.6	133.4	86.6	83.5	91.4	92.1	96.3	100.3	100.1	101.0	101.9	106.2	108.3	133.2
Furniture, home furnishings stores.....	87.0	84.9	89.8	94.5	98.1	100.1	99.9	102.3	102.5	110.4	107.3	126.7	84.4	83.6	92.4	95.0	97.2	100.6	100.0	102.4	102.5	107.9	108.7	126.5
Household appliance, TV, radio stores.....	92.2	37.4	88.8	86.4	93.8	101.0	98.0	100.3	101.1	105.6	105.2	145.4	90.8	83.3	89.6	86.6	94.5	99.8	100.3	98.2	100.9	103.1	107.5	145.6
Lumber, building, hardware, farm equipment group.....	73.8	70.9	88.6	106.6	108.3	113.7	116.4	112.2	108.4	113.8	101.5	97.2	69.5	70.6	88.8	106.5	110.3	114.8	113.0	109.7	111.8	110.9	99.4	96.2
Lumber yards, building materials dealers.....	73.4	69.6	84.7	102.0	106.4	114.8	119.1	115.7	111.7	117.4	103.0	86.6	68.7	69.8	85.2	102.9	108.0	113.8	116.6	116.9	114.0	115.1	103.5	87.0
Hardware stores.....	80.4	73.2	86.8	105.6	112.0	110.0	107.0	100.7	97.8	101.9	96.6	133.1	77.4	71.9	86.0	104.5	110.5	109.1	104.7	97.8	98.7	98.3	100.7	143.4
Automotive group.....	93.1	28.5	104.3	110.6	110.3	112.9	104.3	90.5	82.4	110.5	100.9	95.5	89.5	87.3	107.9	113.0	109.8	110.7	101.8	91.2	81.3	(NA)	(NA)	(NA)
Passenger car, other automotive dealers.....	94.0	89.3	105.5	111.3	110.5	112.8	103.7	89.7	81.4	110.7	101.3	93.4	90.2	88.3	109.0	113.7	110.1	110.4	101.1	90.5	80.4	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	78.8	75.7	85.0	99.8	106.5	115.4	112.5	103.4	97.7	106.0	94.4	127.9	78.2	72.1	89.2	101.9	105.6	114.6	112.5	101.1	94.4	102.0	98.9	133.7
Gasoline service stations.....	95.6	90.1	97.3	96.6	102.3	104.2	107.0	106.6	100.4	102.3	98.5	102.0	96.0	86.8	95.7	98.4	101.6	103.8	107.2	105.7	99.4	102.2	99.3	104.1
Drug and proprietary stores.....	96.7	98.5	96.9	96.5	100.1	97.7	97.3	98.0	95.5	98.1	95.2	132.2	97.5	92.9	97.7	96.8	100.0	98.2	98.4	96.9	95.3	98.0	95.7	132.4
Liquor stores.....	91.9	88.6	88.4	91.7	98.1	93.9	100.9	99.0	95.2	101.5	101.7	151.8	91.2	84.1	88.9	94.2	96.4	94.6	103.1	96.8	94.5	100.2	103.3	155.7
GROUP II STORES																								
United States, total.....	88.0	84.7	94.6	95.2	101.3	97.4	97.3	96.8	96.8	106.4	101.0	141.4	88.1	80.4	92.2	102.4	98.1	97.8	99.9	95.6	97.3	103.2	103.5	145.4
Grocery stores.....	102.2	98.2	95.9	97.3	106.3	95.9	103.5	97.0	94.9	108.5	93.9	107.3	103.9	91.5	98.3	102.7	99.4	96.4	108.9	92.8	96.3	105.2	95.6	113.0
Eating and drinking places.....	92.4	90.9	98.4	99.2	103.7	103.2	106.0	105.5	102.6	102.9	98.0	100.5	93.1	87.6	98.8	98.8	101.9	104.7	107.1	106.6	102.0	102.1	96.6	100.4
General merchandise group.....	74.3	71.5	90.7	92.7	95.8	96.5	89.5	95.8	97.7	105.2	109.6	184.5	72.5	69.0	84.7	101.5	94.7	97.4	90.6	97.1	97.8	101.6	113.0	185.4
Department stores.....	74.7	70.0	90.0	95.5	96.8	98.9	89.2	94.3	98.7	106.2	108.7	202.4	72.5	67.2	85.4	101.0	95.6	99.5	93.2	95.8	98.9	102.3	112.6	183.4
Variety stores.....	67.9	74.8	95.4	85.6	95.5	93.9	91.9	97.4	93.2	101.6	101.8	204.6	68.2	71.5	81.6	106.3	93.7	93.5	90.4	93.4	95.9	97.6	103.7	205.0
Apparel group.....	73.5	67.7	111.4	88.7	101.0	96.3	83.1	89.1	101.2	106.1	105.4	177.6	74.2	65.1	87.0	117.4	99.3	96.5	84.9	90.6	99.2	102.6	107.2	180.5
Men's, boys' wear stores.....	84.3	66.7	97.9	84.0	98.2	100.4	79.2	75.2	83.8	109.1	114.6	208.6	84.9	65.5	82.0	101.2	97.5	101.2	83.0	76.5	84.1	106.2	113.3	209.2
Women's apparel, accessory stores.....	70.3	67.9	108.0	87.6	101.9	94.1	83.8	91.9	98.6	106.3	108.4	184.0	70.1	64.1	86.5	112.6	100.7	95.4	86.4	93.2	97.9	101.3	110.6	184.7
Shoe stores.....	77.4	73.3	121.3	94.2	104.9	103.0	85.5	88.7	112.0	100.5	90.8	147.2	78.5	70.5	91.1	132.7	101.4	100.4	86.1	91.1	107.8	97.7	95.4	153.1
Tire, battery, accessory stores.....	76.5	73.5	84.5	99.6	107.2	115.1	112.4	101.1	95.8	104.5	96.2	137.3	76.4	70.1	87.2	100.7	105.3	114.4	112.5	99.5	93.7	101.3	100.0	143.2
Drug and proprietary stores.....	92.4	93.2	94.6	95.7	97.3	97.3	95.0	95.6	93.5	95.7	96.4	155.3	93.6	89.0	96.0	94.4	97.3	97.5	96.8	94.3	94.5	96.6	96.1	153.7

Note: The adjustment factors shown in this table for the months of 1964 have been developed from unadjusted data compiled in this survey from 1953 through 1963 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for 1965 are based on additional data through December 1964.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sale data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

NA = Not available.

Table 24.--COMBINED SEASONAL AND HOLIDAY ADJUSTMENT FACTORS FOR ACCOUNTS RECEIVABLE OF ALL RETAIL STORES AND OF GROUP II STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: JANUARY 1965-DECEMBER 1965

Kind of business	1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	101.9	96.7	96.8	98.7	100.3	100.2	99.5	99.6	99.4	99.8	99.9	106.6
Durable-goods stores, total.....	97.1	93.8	94.8	96.8	99.8	101.6	102.9	103.5	102.5	103.1	100.7	103.1
Nondurable-goods stores, total.....	105.9	99.0	98.5	100.1	100.8	99.1	97.0	96.9	96.6	97.5	99.3	109.6
Food group.....	98.7	97.0	98.1	95.8	98.2	99.1	101.1	105.2	104.4	101.9	98.8	102.2
General merchandise group.....	108.7	99.2	97.4	97.8	98.5	97.1	96.8	96.3	97.3	97.9	100.2	112.4
Department stores.....	110.5	99.1	97.0	97.5	98.1	97.7	96.9	97.0	97.2	98.5	99.9	113.8
Mail order houses (department store merchandise).....	103.7	97.7	97.9	97.7	100.0	97.3	95.8	96.9	96.2	97.7	100.8	109.1
Apparel group.....	109.5	99.2	100.2	100.7	96.6	95.9	91.5	91.9	95.9	99.4	100.7	121.4
Women's ready-to-wear stores.....	106.6	98.2	103.9	104.8	99.5	95.5	87.8	89.7	95.3	99.4	99.8	120.6
Furniture and appliance group.....	102.6	100.2	98.3	97.4	100.2	99.8	98.2	99.2	99.6	99.7	99.2	107.8
Furniture, home furnishings stores.....	103.2	100.1	98.1	97.5	100.1	99.1	97.6	99.6	102.2	101.9	98.9	106.8
Furniture stores.....	104.6	100.2	98.7	97.2	100.5	99.9	97.3	101.4	100.4	99.6	98.7	106.5
Household appliance, TV, radio stores.....	100.0	99.9	97.9	98.3	101.0	102.3	98.2	97.4	96.7	97.9	101.6	109.1
Household appliance dealers.....	99.4	99.7	99.4	96.9	100.8	102.6	100.3	96.4	94.4	95.9	101.4	108.5
Lumber, building, hardware, farm equipment group.....	88.6	86.7	88.8	95.7	100.4	102.6	108.4	109.5	108.9	110.5	102.3	94.0
Lumber yards, building materials dealers.....	90.0	87.4	87.1	95.3	99.5	99.9	106.1	108.9	109.3	111.5	105.7	94.9
Lumber yards.....	89.3	87.4	85.7	95.4	100.0	102.8	107.8	109.5	109.2	110.9	104.2	94.2
Automotive group.....	96.5	92.9	95.7	98.8	101.2	103.2	103.7	102.5	99.5	100.7	101.5	103.3
Passenger car dealers (franchised).....	97.3	93.0	96.3	100.6	101.4	101.2	101.4	101.4	97.9	101.9	101.6	104.4
Tire, battery, accessory dealers.....	95.0	92.8	94.2	94.0	100.2	106.7	108.4	104.2	102.6	98.7	101.4	102.3
Gasoline service stations.....	96.9	94.0	98.4	100.1	102.6	104.0	100.6	101.4	100.2	101.8	101.6	96.0
CHARGE ACCOUNTS												
United States, total.....	99.0	94.9	95.4	99.2	101.8	100.6	99.8	100.2	99.9	101.1	101.0	105.8
Durable-goods stores, total.....	93.6	90.0	91.6	96.6	100.7	102.0	104.3	104.9	104.0	106.3	102.7	101.1
Nondurable-goods stores, total.....	104.1	99.4	98.9	101.6	102.9	99.2	95.9	96.1	95.2	96.3	99.3	109.8
General merchandise group.....	112.3	101.4	95.2	94.9	99.1	95.4	91.8	93.2	94.0	95.6	101.2	126.2
Department stores.....	115.1	101.6	94.0	93.0	98.3	93.7	92.0	91.7	91.7	94.6	100.8	131.2
Apparel group.....	109.8	98.1	99.7	100.8	95.3	94.5	90.1	91.1	96.2	100.3	103.2	125.6
Furniture and appliance group.....	102.1	98.8	96.6	97.8	99.4	100.2	97.8	99.1	99.9	102.5	103.0	108.5
Furniture, home furnishings stores.....	101.7	97.1	94.8	99.7	100.8	99.2	96.4	99.7	102.7	104.1	102.6	108.3
Lumber, building, hardware, farm equipment group.....	87.7	85.4	87.1	95.1	101.2	102.6	108.9	110.3	109.3	111.8	103.3	93.7
Lumber yards, building materials dealers.....	89.2	86.4	86.2	94.9	99.4	100.1	106.7	109.0	109.3	111.6	106.2	94.9
Lumber yards.....	88.3	86.4	84.8	94.6	99.9	103.3	108.2	109.8	108.8	110.9	104.7	94.1
Automotive group.....	97.8	93.7	95.6	98.9	102.7	102.7	101.6	99.4	98.0	106.0	102.4	102.0
Passenger car dealers (franchised).....	99.4	95.0	96.7	101.5	102.3	101.2	100.2	99.1	96.3	101.3	101.5	102.9
Gasoline service stations.....	96.7	94.4	98.2	100.2	102.5	104.0	100.7	101.7	100.3	101.9	101.4	95.8
INSTALLMENT ACCOUNTS												
United States, total.....	105.0	98.5	98.4	98.0	98.8	100.0	99.0	99.3	99.2	98.7	98.8	107.6
Durable-goods stores, total.....	101.4	98.4	98.7	97.1	98.7	101.1	100.8	101.5	101.5	99.0	98.3	105.2
Nondurable-goods stores, total.....	107.6	98.6	98.1	98.6	98.8	99.1	97.9	97.6	97.7	98.4	99.4	109.2
General merchandise group.....	107.8	98.6	98.0	98.6	98.4	97.6	97.8	97.7	98.0	98.6	100.0	109.6
Department stores.....	109.1	98.3	97.9	99.0	98.0	99.0	98.3	98.1	98.3	99.3	99.5	109.4
Apparel group.....	108.8	102.2	101.4	100.3	99.9	99.6	95.1	94.6	94.9	97.6	94.4	111.0
Furniture and appliance group.....	102.7	100.8	99.1	97.2	100.6	99.5	98.4	99.3	99.6	98.3	97.5	105.9
Furniture, home furnishings stores.....	103.9	101.4	99.5	96.5	99.8	99.0	98.2	100.1	99.4	98.4	97.4	106.1
Household appliance, TV, radio stores.....	98.9	98.7	98.0	99.7	103.6	101.4	98.5	99.0	99.7	97.8	98.9	104.6
Automotive group.....	94.7	92.0	95.8	98.7	99.3	103.9	105.5	105.3	101.5	100.0	102.7	103.9
Tire, battery, accessory dealers.....	97.2	95.7	94.6	95.0	96.2	105.8	107.5	106.0	103.9	96.9	100.2	101.9
Group II Stores												
TOTAL ACCOUNTS RECEIVABLE												
United States, total.....	107.0	98.5	97.5	97.7	98.5	98.3	97.4	98.2	98.5	98.7	100.1	109.6
Durable-goods stores, total.....	99.4	96.2	96.6	97.0	98.4	100.2	101.1	102.8	103.3	102.3	101.7	103.4
Nondurable-goods stores, total.....	109.5	99.2	97.7	97.9	98.5	97.8	97.6	98.3	98.9	99.9	101.2	111.5
General merchandise group.....	109.9	99.3	97.3	97.5	98.1	97.4	97.8	98.9	99.4	99.8	101.3	110.8
Department stores.....	111.3	99.2	97.6	98.0	97.8	97.2	97.9	98.7	99.5	100.7	101.2	112.3
Apparel group.....	110.0	101.1	100.7	100.6	98.0	98.4	94.6	91.7	93.0	96.7	98.6	119.5
Furniture and appliance group.....	100.9	100.2	100.3	98.7	98.8	98.4	98.5	97.9	99.0	99.8	100.3	104.2
Tire, battery, accessory dealers.....	96.1	94.7	93.5	95.4	98.3	104.9	108.6	105.9	103.2	98.8	101.8	101.9
CHARGE ACCOUNTS												
United States, total.....	105.5	97.0	95.4	95.3	98.8	98.7	96.7	97.7	98.4	100.4	101.2	114.5
Durable-goods stores, total.....	91.8	87.5	91.7	96.1	98.0	101.3	103.9	107.3	107.9	109.4	106.3	99.3
Nondurable-goods stores, total.....	112.3	101.8	97.3	94.9	99.3	97.4	93.2	92.3	93.1	96.2	98.9	121.9
General merchandise group.....	117.5	103.3	94.0	90.8	97.6	95.0	89.5	90.0	92.9	95.5	101.2	131.0
Department stores.....	118.9	103.9	94.1	90.1	97.7	92.7	88.4	88.3	89.9	94.6	99.2	136.3
Apparel group.....	110.6	101.1	99.7	100.5	98.2	99.1	96.9	90.6	92.5	96.4	96.8	120.8
Furniture and appliance group.....	92.9	101.4	97.2	102.1	94.8	100.1	100.3	95.2	97.8	102.5	100.7	107.2
INSTALLMENT ACCOUNTS												
United States, total.....	107.4	98.9	98.0	98.2	98.4	98.3	97.5	98.1	98.3	98.4	100.0	109.1
Durable-goods stores, total.....	102.2	99.4	98.5	97.4	98.5	99.7	100.1	100.5	101.2	99.8	100.4	105.0
Nondurable-goods stores, total.....	108.9	98.7	97.8	98.5	98.3	97.9	96.8	97.6	97.9	98.6	100.5	110.9
General merchandise group.....	109.0	98.8	97.7	98.4	98.2	97.7	96.9	97.8	97.9	98.6	100.5	110.5
Department stores.....	110.1	98.5	98.1	99.2	97.8	97.9	97.5	98.5	99.3	99.5	100.3	110.9
Apparel group.....	109.4	101.1	101.6	100.8	97.8	97.7	92.6	92.5	93.5	97.1	100.0	117.8
Furniture and appliance group.....	101.9	110.0	100.7	98.3	99.3	98.2	98.4	98.4	99.1	99.3	100.3	104.2

Note: The adjustment factors shown in this table for the months of January through June have been developed from unadjusted data compiled in this survey from January 1959 through June 1964 using the X-9 version of the Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Economic Research and Analysis Division, Bureau of the Census. Factors for July through December are based on additional data through April 1965.

The adjustment factors shown above for accounts receivable are a combination of seasonal and holiday factors. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted accounts receivable data shown in tables 12 and 13 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

Table 25.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED RETAIL SALES:
ALL STORES AND GROUP II STORES

Kind of business	U	S	Range of seasonal factor	CI	I	C	I/C	MCD	Average duration of run			
									CI	I	C	MCD
ALL STORES												
United States, total.....	7.48	7.41	40.4	.84	.70	.42	1.67	2	2.23	1.66	14.30	3.30
Durable-goods stores, total.....	7.44	7.37	26.5	1.87	1.65	.77	2.14	3	2.10	1.59	11.92	3.92
Nondurable-goods stores, total.....	7.99	7.90	47.0	.65	.52	.36	1.44	2	2.20	1.61	47.67	3.16
Food group.....	5.81	5.86	19.4	.72	.62	.35	1.77	2	1.86	1.61	47.67	4.06
Grocery stores.....	6.02	6.09	19.3	.74	.64	.39	1.64	2	1.86	1.51	39.00	4.30
Eating and drinking places.....	5.13	3.60	20.3	.84	.75	.36	2.08	3	1.99	1.59	10.21	4.70
General merchandise group.....	16.81	16.71	115.0	1.36	1.24	.45	2.76	3	1.81	1.64	17.88	3.71
Department stores.....	17.78	16.04	110.1	1.58	1.45	.50	2.90	3	1.79	1.63	13.00	3.53
Variety stores.....	20.35	18.87	131.2	1.65	1.59	.53	3.00	3	1.88	1.55	17.88	4.03
Mail order houses (department store merchandise)	16.75	14.80	91.1	2.26	2.20	.65	3.38	4	1.86	1.57	13.00	5.19
Apparel group.....	19.99	19.73	112.6	1.75	1.68	.47	3.57	4	1.57	1.47	9.53	2.86
Men's, boys' wear stores.....	22.40	20.16	125.1	2.51	2.28	.80	2.85	4	1.91	1.61	6.81	3.26
Women's apparel, accessory stores.....	19.47	16.51	96.1	1.86	1.72	.55	3.13	4	1.79	1.63	13.00	4.24
Shoe stores.....	20.50	17.45	63.2	2.28	2.17	.55	3.95	4	1.74	1.70	8.94	4.52
Furniture and appliance group.....	8.64	8.45	49.7	1.39	1.27	.54	2.35	3	1.63	1.38	14.30	4.41
Furniture, home furnishings stores.....	8.59	7.75	38.9	1.47	1.33	.63	2.11	3	1.96	1.39	11.92	4.86
Household appliance, TV, radio stores.....	9.94	8.75	54.9	2.31	2.13	.72	2.96	4	1.86	1.57	10.21	4.67
Lumber, building, hardware, farm equipment group..	8.84	8.88	45.3	1.95	1.77	.57	3.11	4	2.04	1.55	7.53	3.68
Lumber yards, building materials dealers.....	9.50	8.55	46.5	2.00	1.84	.67	2.75	3	1.81	1.57	8.94	3.71
Hardware stores.....	12.12	10.72	61.1	1.81	1.70	.54	3.15	4	1.93	1.79	8.94	4.83
Automotive group.....	7.60	7.32	27.0	3.13	2.80	1.07	2.62	3	1.93	1.46	8.94	3.07
Passenger car, other automotive dealers.....	7.75	7.31	33.2	2.96	2.60	1.15	2.26	3	1.94	1.49	10.00	3.14
Tire, battery, accessory dealers.....	12.35	10.40	52.6	2.35	2.15	.88	2.44	3	1.91	1.57	7.94	4.70
Gasoline service stations.....	4.25	2.57	11.5	.79	.58	.50	1.16	2	2.31	1.70	47.67	3.64
Drug and proprietary stores.....	6.95	6.02	34.6	.93	.73	.47	1.55	2	2.42	1.77	13.00	4.58
Liquor stores.....	11.57	9.16	62.9	1.12	.94	.57	1.65	2	2.13	1.54	20.43	4.06
GROUP II STORES												
United States, total.....	11.81	10.81	65.0	1.23	1.12	.73	1.53	2	2.01	1.63	20.43	3.02
Grocery stores.....	7.85	2.33	10.5	1.03	.89	.52	1.71	2	1.81	1.34	71.50	4.06
Eating and drinking places.....	4.40	2.84	15.5	1.55	1.42	.66	2.15	3	2.34	1.93	17.88	6.41
General merchandise group.....	17.45	17.45	116.4	2.29	2.26	1.00	2.26	3	1.63	1.68	15.89	4.86
Department stores.....	16.85	15.31	105.0	2.85	2.78	1.06	2.62	3	1.64	1.51	13.00	4.27
Variety stores.....	21.13	19.68	132.7	1.59	1.53	.47	3.26	4	1.81	1.68	14.30	4.67
Apparel group.....	23.23	22.18	115.4	2.98	2.88	.82	3.51	4	1.72	1.57	11.92	3.68
Men's, boys' wear stores.....	27.40	23.64	131.7	5.27	5.10	1.04	4.90	5	2.23	2.17	14.30	6.32
Women's apparel, accessory stores.....	22.17	18.92	111.4	3.32	3.16	.80	3.95	4	1.81	1.54	11.00	4.52
Shoe stores.....	24.22	20.32	72.7	3.61	3.65	.56	6.52	6	1.61	1.47	14.30	4.93
Tire, battery, accessory dealers.....	14.11	12.38	63.4	2.84	2.73	.76	3.54	4	1.86	1.72	11.92	5.00
Drug and proprietary stores.....	10.54	9.37	59.7	1.49	1.44	.62	2.32	3	2.23	1.66	23.83	11.75
EXPLANATORY NOTES: The following table shows the average duration of run for each kind of business in the United States, by type of store, for the year 1954.												

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

U is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

S is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

CI is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

I is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

C is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

I/C is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater than "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.86 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.57 for I and 4.67 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 4.67 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 4 or 5 months. The increase in the average duration of run from 1.86 for CI to 4.67 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to date indicate that MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1½ times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

Table 26.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR ADJUSTED ACCOUNTS RECEIVABLE:
ALL STORES AND GROUP II STORES

Kind of business	O	S	Range of seasonal factor	CI	I	C	I/C	MOD	Average duration of run			
									CI	I	C	MOD
TOTAL ACCOUNTS RECEIVABLE												
All Stores												
United States, total.....	2.47	2.10	11.8	.83	.58	.57	1.02	2	2.95	1.67	21.67	7.11
Durable-goods stores, total.....	2.02	1.92	8.6	.61	.50	.35	1.43	2	2.03	1.71	16.25	3.05
Nondurable-goods stores, total.....	3.47	2.92	14.2	1.32	.85	.85	1.00	2	3.10	1.67	16.25	5.82
Food group.....	2.43	1.53	8.5	1.68	1.60	.34	4.71	6	1.63	1.55	9.29	4.00
General merchandise group.....	4.60	3.53	19.7	2.13	1.47	1.37	1.07	2	3.61	1.55	21.67	7.11
Department stores.....	5.09	4.20	22.2	2.15	1.60	1.42	1.13	2	2.95	1.63	21.67	4.92
Mail order houses (department store merchandise).....	3.73	2.54	13.4	2.33	1.41	1.62	.87	1	2.83	1.51	16.25	2.83
Apparel group.....	5.63	5.37	32.0	1.31	1.22	.44	2.77	4	1.91	1.76	7.22	3.65
Women's ready-to-wear stores.....	6.26	5.98	32.7	1.39	1.19	.57	2.09	3	1.91	1.71	6.50	3.50
Furniture and appliance group.....	2.07	1.80	9.4	1.00	.83	.45	1.84	3	1.97	1.86	9.29	3.50
Furniture, home furnishings stores.....	2.26	2.05	9.9	1.12	.93	.44	2.11	3	1.97	1.86	7.22	3.50
Furniture stores.....	2.28	1.95	9.4	1.09	.90	.47	1.91	3	1.81	1.59	6.50	3.50
Household appliance, TV, radio stores.....	2.34	1.73	9.7	1.40	1.21	.60	2.02	3	2.03	1.59	7.22	3.32
Household appliance dealers.....	2.40	1.79	9.0	1.40	1.15	.75	1.53	2	2.17	1.76	7.22	3.76
Lumber, building, hardware, farm equipment group.....	4.22	4.08	24.2	.96	.91	.40	2.28	3	1.91	1.59	13.00	3.15
Lumber yards, building materials dealers.....	4.46	3.76	23.4	1.57	1.45	.65	2.23	4	2.17	1.63	7.22	3.44
Lumber yards.....	4.47	3.95	24.4	1.36	1.20	.60	2.00	3	1.71	1.91	8.13	3.50
Automotive group.....	3.28	2.84	11.7	1.11	1.03	.43	2.40	3	1.51	1.48	9.29	3.50
Passenger car dealers (franchised).....	3.25	2.86	10.4	1.39	1.16	.66	1.76	3	1.91	1.63	8.13	5.25
Tire, battery, accessory dealers.....	2.91	2.40	14.7	1.37	1.21	.67	1.81	2	2.17	1.86	10.83	2.91
Gasoline service stations.....	2.36	2.09	9.4	1.14	1.02	.43	2.37	4	2.32	1.67	5.91	4.77
CHARGE ACCOUNTS												
United States, total.....	2.47	2.33	11.2	.63	.52	.31	1.68	2	2.24	1.97	9.29	3.76
Durable-goods stores, total.....	3.11	2.99	17.2	.75	.62	.36	1.72	2	1.91	1.44	8.13	3.05
Nondurable-goods stores, total.....	3.61	3.42	16.1	.86	.71	.39	1.82	3	2.03	1.81	6.50	5.25
General merchandise group.....	6.97	6.80	37.0	1.31	1.20	.47	2.55	3	1.81	1.30	5.00	3.71
Department stores.....	7.90	7.68	43.2	1.43	1.22	.51	2.39	4	1.91	1.63	4.64	3.88
Apparel group.....	6.79	6.33	38.4	1.79	1.68	.52	3.23	4	1.91	1.67	10.83	3.44
Furniture and appliance group.....	3.10	2.63	14.9	1.59	1.51	.48	3.15	4	1.86	1.71	7.22	4.77
Furniture, home furnishings stores.....	3.31	3.00	13.4	2.08	2.01	.61	3.30	4	2.17	1.91	7.22	4.77
Lumber, building, hardware, farm equipment group.....	4.64	4.49	26.0	.93	.84	.41	2.05	3	1.91	1.71	9.29	3.50
Lumber yards, building materials dealers.....	4.66	4.04	25.1	1.56	1.38	.64	2.16	4	2.17	1.81	6.50	3.10
Lumber yards.....	4.73	4.24	25.9	1.49	1.33	.61	2.18	3	1.71	1.81	8.13	3.50
Automotive group.....	3.33	2.59	10.6	1.84	1.63	.63	2.59	3	1.81	1.71	6.50	3.50
Passenger car dealers (franchised).....	3.63	2.74	7.8	1.93	1.72	.63	2.73	4	1.81	1.63	8.13	3.10
Gasoline service stations.....	2.40	2.14	9.3	1.07	.96	.47	2.04	3	2.17	1.67	7.22	3.71
INSTALLMENT ACCOUNTS												
United States, total.....	2.70	2.06	12.4	1.34	.97	.95	1.02	2	4.06	1.63	16.25	7.11
Durable-goods stores, total.....	1.96	1.67	7.4	.81	.73	.38	1.92	3	1.63	1.63	13.00	5.73
Nondurable-goods stores, total.....	3.37	2.59	16.1	1.66	.81	1.31	.62	1	5.42	1.63	21.67	5.42
General merchandise group.....	3.65	2.66	17.1	1.95	.95	1.54	.62	1	6.50	1.71	21.67	6.50
Department stores.....	4.08	3.16	18.5	1.99	1.12	1.51	.74	1	3.25	1.63	16.25	3.25
Apparel group.....	3.98	3.01	16.2	2.17	1.78	.96	1.85	3	2.10	1.71	5.91	5.73
Furniture and appliance group.....	2.19	1.64	7.2	1.17	1.00	.54	1.85	3	2.10	1.86	9.29	3.71
Furniture, home furnishings stores.....	2.53	1.91	8.5	1.34	1.19	.50	2.38	3	1.67	1.51	9.29	3.71
Household appliance, TV, radio stores.....	2.42	1.43	6.0	1.75	1.52	.76	2.00	3	1.81	1.71	8.13	3.00
Automotive group.....	3.28	2.84	13.8	1.44	1.32	.45	2.93	3	1.71	1.63	10.83	3.71
Tire, battery, accessory dealers.....	3.45	2.73	11.5	1.78	1.64	.63	2.60	4	1.81	1.63	7.22	3.65
TOTAL ACCOUNTS RECEIVABLE												
Group II Stores												
United States, total.....	3.70	2.81	8.2	1.97	1.38	1.52	.91	1	5.82	1.64	16.00	5.82
Durable-goods stores, total.....	1.92	1.58	7.1	1.18	1.09	.56	1.95	3	1.63	1.55	16.25	4.85
Nondurable-goods stores, total.....	4.59	3.41	19.2	2.59	1.69	1.93	.88	1	5.42	1.91	16.25	5.42
General merchandise group.....	4.85	3.46	20.0	2.99	1.90	2.24	.85	1	6.50	2.17	21.67	6.50
Department stores.....	5.76	5.12	21.6	1.97	1.12	1.44	.78	1	3.61	1.81	21.67	3.61
Apparel group.....	6.59	5.63	31.8	2.70	2.48	1.07	2.32	3	2.03	1.48	8.13	5.25
Furniture and appliance group.....	2.11	1.34	6.0	1.51	1.34	.74	1.81	3	2.24	1.76	10.83	4.50
Tire, battery, accessory dealers.....	2.49	2.07	12.4	1.24	1.05	.58	1.81	2	2.50	1.71	9.29	4.27
CHARGE ACCOUNTS												
United States, total.....	4.44	4.07	20.5	1.53	1.36	.65	2.09	3	2.10	1.76	9.29	3.32
Durable-goods stores.....	4.46	3.76	22.1	2.40	2.23	.76	2.93	3	1.86	1.51	8.13	2.82
Nondurable-goods stores.....	6.26	5.89	31.0	1.67	1.45	.79	1.84	3	2.10	1.76	9.29	4.85
General merchandise group.....	8.21	7.96	42.8	2.11	1.69	.99	1.71	3	2.50	1.81	5.91	3.71
Department stores.....	8.68	8.46	47.9	2.12	1.72	.89	1.93	3	2.50	2.03	5.91	4.20
Apparel group.....	8.96	7.19	38.1	5.04	4.86	1.49	3.26	4	1.55	1.48	6.50	4.43
Furniture and appliance group.....	8.21	6.56	13.5	5.29	5.21	1.85	2.82	3	1.91	1.55	7.22	5.25
INSTALLMENT ACCOUNTS												
United States, total.....	3.85	2.53	15.8	2.43	1.64	1.89	.87	1	7.22	1.76	16.25	7.22
Durable-goods stores, total.....	1.90	1.61	6.7	1.24	1.16	.66	1.76	3	1.76	1.67	10.83	4.20
Nondurable-goods stores, total.....	4.05	3.04	18.9	2.11	.99	1.75	.57	1	9.29	2.10	16.25	9.29
General merchandise group.....	3.99	2.93	18.9	2.18	.96	1.77	.54	1	7.22	2.10	16.25	7.22
Department stores.....	4.42	3.32	20.2	2.26	1.20	1.70	.71	1	3.61	1.81	16.25	3.61
Apparel group.....	6.02	4.97	30.6	2.92	2.84	1.08	2.63	3	2.10	1.59	10.83	4.85
Furniture and appliance group.....	1.85	1.15	6.2	1.32	1.00	.73	1.37	2	1.97	1.67	13.00	3.05

Note: See explanatory notes at the end of table 25.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEASTERN STATES

NORTH CENTRAL STATES

THE SOUTH

THE WEST

New England Division

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division

New York
New Jersey
Pennsylvania

East North Central Division

Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

South Atlantic Division

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division

Kentucky
Tennessee
Alabama
Mississippi

West South Central Division

Arkansas
Louisiana
Oklahoma
Texas

Mountain Division

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division

Washington
Oregon
California
Alaska
Hawaii

DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SELECTED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILLINOIS--NORTHEASTERN INDIANA:

CHICAGO, ILLINOIS STANDARD METROPOLITAN STATISTICAL AREA:
Cook, DuPage, Kane, Lake, McHenry, and Will counties, Illinois

GARY-HAMMOND-EAST CHICAGO, INDIANA STANDARD METROPOLITAN
STATISTICAL AREA: Lake, Porter counties, Indiana

NEW YORK-NORTHEASTERN NEW JERSEY:

NEW YORK, N.Y. STANDARD METROPOLITAN STATISTICAL AREA:
New York City and Nassau, Rockland, Suffolk, and
Westchester counties, N.Y.

NEW YORK-NORTHEASTERN NEW JERSEY--Continued

JERSEY CITY, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Hudson County, N.J.

NEWARK, N.J. STANDARD METROPOLITAN STATISTICAL AREA:
Essex, Morris, and Union counties, N.J.

PATERSON-CLIFTON-PASSAIC, N.J. STANDARD METROPOLITAN
STATISTICAL AREA: Bergen and Passaic counties, N.J.

Middlesex and Somerset counties, N.J.

Selected Standard Metropolitan Statistical Areas

Baltimore, Md.: Baltimore City, Anne Arundel, Baltimore, Carroll,
and Howard counties, Md.

*Boston, Mass.: Suffolk and parts of Essex, Middlesex, Norfolk,
and Plymouth counties, Mass.

Buffalo, N. Y.: Erie and Niagara Counties, N.Y.

Chicago, Ill.: Cook, DuPage, Kane, Lake, McHenry and Will
Counties, Ill.

*Cleveland, Ohio: Cuyahoga and Lake Counties, Ohio

Dallas, Tex.: Collin, Dallas, Denton, and Ellis Counties, Tex.

Detroit, Mich.: Macomb, Oakland, and Wayne Counties, Mich.

*Houston, Tex.: Harris County, Tex.

*Kansas City, Mo.-Kans.: Clay and Jackson Counties, Mo.;
Johnson and Wyandotte Counties, Kans.

*Los Angeles-Long Beach, Calif.: Los Angeles and Orange Counties, Calif.

Minneapolis-St. Paul, Minn.: Anoka, Dakota, Hennepin, Ramsey, and
Washington Counties, Minn.

Newark, N.J.: Essex, Morris, Union Counties, N.J.

New York, N.Y.: New York City and Nassau, Rockland, Suffolk,
and Westchester Counties, N.Y.

Paterson-Clifton-Passaic, N.J.: Bergen and Passaic Counties, N.J.

Philadelphia, Pa.-N.J.: Bucks, Chester, Delaware, Montgomery, and
Philadelphia Counties, Pa.; Burlington, Camden, and Gloucester
Counties, N.J.

Pittsburgh, Pa.: Allegheny, Beaver, Washington, and Westmoreland
Counties, Pa.

*St. Louis, Mo.-Ill.: St. Louis City, Jefferson, St. Charles,
St. Louis Counties, Mo.; Madison and St. Clair Counties, Ill.

*San Francisco-Oakland, Calif.: Alameda, Contra Costa, Marin,
San Francisco, San Mateo, and Solano Counties, Calif.

Seattle, Wash.: King and Snohomish Counties, Wash.

Washington, D.C.-Md.-Va.: District of Columbia; Montgomery and
Prince Georges Counties, Md.; Alexandria and Falls Church
Cities, Arlington and Fairfax Counties, Va.

NOTE: The 7 standard metropolitan statistical areas designated by an asterisk (*) do not conform to the most recent Bureau of the Budget definition of the areas but correspond instead to the previous definition.

FIRST CLASS MAIL

UNIV OF ILL LIBRARY
E M CLAUSEN
URBANA ILL
1271-0

COUNTY BUSINESS PATTERNS: 1964

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market?

HOW big is the market?

WHERE is the market?

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- ☐ Employment
- ☐ Taxable payrolls
- ☐ Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- ☐ Analyzing market potential
- ☐ Determining the size and location of sales territories
- ☐ Establishing sales quotas and advertising budgets
- ☐ Comparing past sales volume with potentials by area
- ☐ Making basic economic studies of small areas
- ☐ Locating production, marketing, or service facilities

First reports in the 1964 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, or to Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNIVERSITY OF ILLINOIS-URBANA



3 0112 071796269